

# Relationship with Customers ■ Improving Customer Satisfaction and Service Response

A basic stance of the Nikon Group is to make social and economic contributions through activities that provide products and services useful for society. Every effort is being made at each Nikon company to create a business structure that best meets customer needs.

## Imaging Company

In addition to providing outstanding image-related products, particularly digital cameras, the Imaging Company offers prompt customer support and extra convenience with service centers and call centers to handle inquiries and requests for repairs. Assistance is also provided by an extensive Frequently Asked Questions (FAQ) list and a streaming video “Look and Listen Manual” on the website.

Elsewhere, to quickly analyze and answer inquiries from around the world concerning requests for products and product quality, the company is implementing measures to establish an appropriate in-house structure and system that includes overseas Group companies.

As a result of such efforts, Nikon was highly rated by customers in the Nikkei Business magazine’s “2006 After Service Survey”, and for the second year running was voted the top company for after service satisfaction in the Digital Camera Section. This was the seventh time the Nikkei Business magazine had conducted the survey, and the fourth time Nikon had gained the number one position.

The company has also established a special department to gather and analyze customer opinions and demands and apply this valuable information to product improvement and the planning and development of new products. For example, a separately sold remote control was provided for the D70 digital single reflex camera, but since there were many requests from customers for a cable release, a jack enabling connection of a separately sold remote cord was added to the D70s successor model. In certain regions a service is also in place to add a remote cord connection jack to the D70.



## Precision Equipment Company

Although the Precision Equipment Company manufactures steppers for IC and LCD display production, its relation with customers is more than simply supplying equipment. The company believes that to assure customer satisfaction it is vital to communicate with them and provide follow-up support while offering useful recommendations.

### ■ Communication and Support Services and Support System

Customer requests and opinions are gladly received by the Precision Equipment Company itself in Japan and by directly controlled affiliates and their branch offices overseas. This information is passed on to the Support Department where personnel work as a team to respond as quickly as possible.

To provide faster response in the field of IC steppers, a Global Engineering Support Department was established as the backbone of support activities.

### ■ Support Activities

As well as prompt repairs if equipment breaks down, the Precision Equipment Company aims to provide support through planning maintenance and customer assistance to sustain a high rate of operation and high productivity.

To achieve this, precise monitoring and analysis of equipment operating conditions are essential. Analysis based on over 20 years of stepper development, field service experience and on-going acquisition of new technologies will enable the company to offer proposals and recommendations and the eventual establishment of action plans.

### ■ Surveying and Improving Customer Satisfaction

To ascertain the effectiveness of support activities, regular customer satisfaction surveys are conducted in Japan.

Opinions that were frequently voiced in this year’s survey together with measures for improvement are shown below.

	Related to field technician skill	Related to support inquiries and communication with the support force
Opinion	<ul style="list-style-type: none"> <li>• Skill varies widely among individuals</li> <li>• Skill varies widely depending on the equipment</li> </ul>	<ul style="list-style-type: none"> <li>• Information sharing is insufficient</li> <li>• Escalation results in longer response time</li> </ul>
Improvements	<ul style="list-style-type: none"> <li>• Introduction of long-term manufacturing process training</li> <li>• Preparation of a work plan and action sheet that includes the supervisor</li> </ul>	<ul style="list-style-type: none"> <li>• Newly Established Global Engineering Support Department</li> </ul>

## Instruments Company

### ■ Nikon Imaging Center

With the cooperation of prominent universities worldwide, Nikon has opened Nikon Imaging Centers for microscopes with the aim of contributing to the field of biotechnology. At present, centers have been established in Harvard University in the United States, Heidelberg University in Germany, Oxford University in the UK, and Hokkaido University in Japan. The centers are operated by full-time staff at each of the universities, and play an important role in education and research related to the application of imaging technologies in the biotechnology field by enabling researchers and students to use the latest microscopes and equipment.

The latest research information acquired from these imaging centers is reflected in the development of new products and technologies.

### ■ Repair Service System (in Japan)

At the heart of Nikon’s Customer Service Department there is a support system for repairs that are conducted through sales subsidiaries and distributors. With the consolidation of all domestic sales subsidiaries in April 2006, measures are now underway to provide repair support nationwide and services that better satisfy customer needs. The company also holds new product training sessions and repair technique training sessions for distributors as part of its on-going efforts to provide customers with higher quality services.

## Relationship with Customers ■ Product and Service Quality Control

Emphasizing the concepts of “focusing on customers” and “top priority to quality”, the Nikon Group conducts daily production and related business activities applying the idea of product and service “quality” to safety, environmental conservation, functionality, performance and reliability with the aim of providing even higher quality products.

### Policies and Systems for Quality Control

Based on its long-standing concept of “top priority to quality”, the Nikon Group’s corporate objective is “against a background of outstanding technological capability, to provide the world with superb quality through its products and the latest services, and by doing so contribute to the lives and cultures of people worldwide”. To achieve this objective, it established the “Quality Control Directive” (QCD) as the basic regulations for quality control, and is providing information Group-wide concerning basic policy and practical means of implementation. Each company has also set up a Quality Assurance Department, focusing on quality at the development and design stages and conducting reliability tests and inspections during the manufacturing process to verify product quality.

The “Quality Control Directive” was established to thoroughly strengthen the quality assurance system through a consolidated effort that includes subsidiaries and through compliance with the 2000 version of ISO9001. Measures are currently in progress to establish a quality assurance system for the entire Nikon Group.

### ISO9001 Certification

All business departments and major subsidiaries have acquired ISO9001 certification and business is conducted in line with the ISO9001 QA Manual. Departments that have not acquired ISO9001 certification use the QCD as a procedure manual. Cooperating companies that also understand the Nikon Group idea of “top priority to quality” have entered into an agreement with the Nikon Group concerning quality assurance. When called for, certification is acquired with the cooperation of a qualified ISO9001 auditor.

### Quality Control Committee Management

In line with “Nikon’s Philosophy” and “Corporate Objectives”, the Quality Control Committee holds meetings to deliberate and determine basic policies and basic issues related to quality control. The management policy for the Committee is to make revisions when appropriate to enhance the quality control system so that it operates in a timely, effective manner, and to inform related departments of any decisions made while promoting quality control activities.

### Quality Control Auditing

Quality control auditing is conducted by the Chairman of the Quality Control Committee and involves inspection and verification of the status of quality control activities, reaching as far as Group companies. Information acquired is then assessed appropriately with the aim of improving both quality and efficiency.

In the event of something unacceptable being discovered at an audited department, ways to correct and improve the situation are pointed out, and if necessary the quality control policy is amended to boost quality and efficiency. If the matter is serious, it is reported to the Executive Committee and internal control procedures are implemented.

### Product Safety Assurance

The “Business Guidelines” specify “Sufficient Assurance of Product Safety”, and to this aim products are planned and designed taking into consideration safety from the planning stage through to their entire life.

Design is conducted in line with the “Safety Design Principle” and other guidelines drawn up based on international standards, and safety is verified through measures such as design review, prototypes and inspection on the production line. When required, certification of safety is acquired from a third-party control body. As well as verification of prototype and product safety by the “Product Safety Testing Laboratory” established by the European certification body test laboratory TÜV SÜD (TÜV SÜD Product Service GmbH, Germany), the level of performance of examiners is strictly reviewed before certification to assure that only safe products reach customers.



ISO/IEC17025  
(General requirements for the competence of testing and calibration laboratories)

### Response to Quality Problems

The Nikon Group makes every effort to assure that customers feel secure when using its products. However, in the unlikely event of a problem arising, a system has always been in place to enable rapid response from the perspective of consumer safety.

In 2005, it was discovered that on rare occasions the EN-EL3 Li-ion rechargeable battery for digital single reflex cameras overheated, and it was judged that this could pose the risk of fire.

As soon as word arrived that four accidents had occurred worldwide due to the battery overheating, the Nikon Group voluntarily decided to recall the product, made announcements in newspapers and on its website, and proceeded with the recall. Fortunately the battery was not involved in any serious accidents but relevant departments conducted exhaustive quality control to prevent this kind of problem occurring in the future. Improvements are continually being made to assure that customers can use all Nikon Group products with confidence.

## ■ Personal Information Protection

The Nikon Group believes that dealing with personal information in a proper manner is an important social responsibility and strives to protect personal information.

### Basic Policy

In compliance with the Personal Information Protection Law, fully enforced since April 1, 2005, the Nikon Group has implemented provisions responding to legal obligations. The entire Group has also implemented a range of countermeasures to maintain a constant control system.

### Nikon Group Privacy Protection Policy

The “Nikon Group Privacy Protection Policy” concerning the appropriate protection of personal information was declared on the website by the President, Member of the Board, CEO and COO of Nikon Corporation, who is the director in charge of personal information in the Nikon Group. Details of how Group companies are dealing with personal information based on the above policy are available at their individual websites.

### Education and Enlightenment

With the aim of enhancing control over personal information, a booklet entitled “A Guide to Personal Information Protection” has been distributed to all Nikon Group employees. Inquiries can also be made at the Information Management Executive Office.

### Commitment to General Information Management

Fully aware of the importance of information management from the viewpoint of CSR, the Nikon Group is taking steps to achieve thorough information management in general as well as protecting personal information. To further optimize information management, amendments to Nikon’s basic rules of information management as specified in the “Information Management Rules” and in subregulations such as “Information Security Regulations” are phased in when deemed necessary.

Based on the abovementioned “Information Management Rules”, the rules for management methods in compliance with the fundamental idea of security control were recently clarified with the formulation of the “Guideline for Confidentiality Classification” which was disseminated throughout the Group.

Through such measures as auditing, Nikon aims to further enhance classification specifications and management set down in the “Guideline for Confidentiality Classification”. Information management education programs for all Nikon Group employees using e-learning and other methods have also been implemented to deepen awareness and understanding.



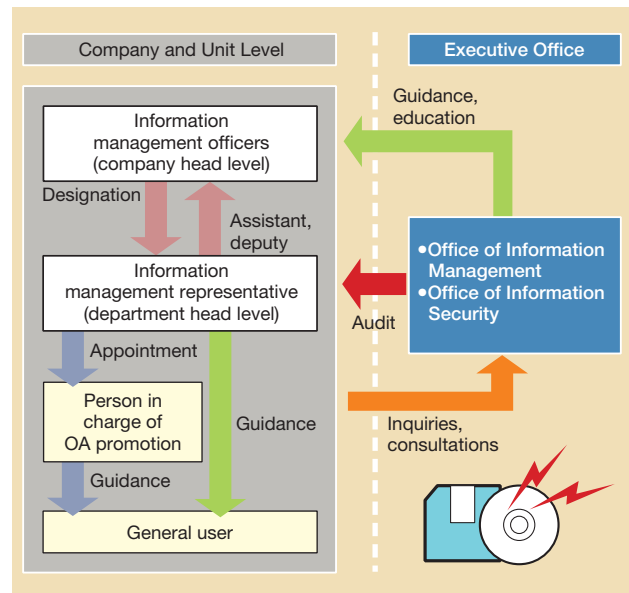
### Nikon Group Privacy Protection Policy

Michio Kariya  
President, Member of the Board,  
Chief Executive Officer  
& Chief Operating Officer  
NIKON CORPORATION

The Nikon Group believes that dealing with personal information in a proper manner is an important social responsibility and declares that it will strive to protect personal information according to the privacy protection policy set out below:

- 1) **Compliance**  
The Nikon Group will abide by all laws and regulations related to privacy protection, and will continue to develop and refine its internal management system based on this policy of improvement.
- 2) **Acquisition and use of Personal Information**  
The Nikon Group will both acquire personal information in a fair and lawful manner, and where restriction on the use of such information is specified, the acquired personal information will not be used for any other purpose other than as specified.
- 3) **Provision of Personal Information to Third Parties**  
The Nikon Group will not provide any personal information to any third party unless prior authorization is obtained or due legal or regulatory procedure followed.
- 4) **Proper Management of Personal Information**  
The Nikon Group will implement the necessary and proper safety control measures based on this policy and the information management rules, as well as providing its directors, employees, and other related personnel with the necessary education and training to properly manage personal information.

## ■ Information Control System



\*For details concerning personal information protection, please visit:  
<http://www.nikon.co.jp/main/eng/privacy/index.htm>