

## Customer Satisfaction

The Ricoh Group regards it as its corporate mission not only to conserve the environment, but also to create user-friendly products.

The quality assurance rules and the product safety rules are used as the base to lay down and enforce management standards covering the entire Group to deal with quality and safety issues. The Group is committed to developing user-friendly and eco-friendly APPLIANCE\* products. Improvements to the production environment and procedures for the management and use of information are first and foremost to enable us to develop the world's best APPLIANCE products.

\* APPLIANCE: Creating value and offering user-friendly products (products that are easy to use and handle)

### Quality, Safety, Security, and Reliability

#### ● Japan Quality Award (JQA)

Based on the recognition that administrative reform should take our customers and markets into account, the Ricoh Group has established a system to improve customer satisfaction and sustain our competitiveness. We call it our customer satisfaction (CS) management system, and it is based on the standards of the Japan Quality Award. Encouraged on receiving the Japan Quality Award, we are making continuous efforts towards management reform. The Ricoh Group is also bringing about man-



The Japan Quality Award plaque and trophy

agement reform globally by giving awards to divisions related to management quality in each company in the Ricoh Group worldwide.

#### ● Quality evaluation

The management quality division of the Ricoh Group sets safety standards and applies them to various processes including planning and development based on information on the safety of products and supplies and complaints received from our markets all over the world. When a product safety issue arises, a Japan/global field problem report (J/G-FPR) is sent to top management via e-mail and appropriate solutions and preventive measures are issued promptly. After taking the appropriate action, the product safety standards are reviewed and revised where necessary. Safety evaluations are carried out at various sites, and these include the safety standards evaluation systems approved by the UL<sup>1</sup> (safety standards agency in the United States) and the TÜV<sup>2</sup> (safety standards agency in Germany), and the EMC<sup>3</sup> measurement site and noise measurement room approved by the Department of Commerce in the United States and the GLP<sup>4</sup> (laboratory in Numazu Plant for safety testing of chemical substances) approved by the Ministry of Health, Labor and Welfare in Japan. The noise measurement room in Ricoh is the first Japanese establishment and the EMC measurement site in Ricoh is the third approved by an appropriate organization.

1. UL: Underwriters Laboratories Inc.
2. TÜV: Technischer Überwachungs-Verein
3. EMC: Electromagnetic Compatibility
4. GLP: Good Laboratory Practice

### APPLIANCES that Satisfy Customer Needs

#### ● APPLIANCES as core value

Shifting into a solution provider, the Ricoh Group recognizes the APPLIANCE as its core prominent value. Ricoh incorporates value including ease of handling, management, and use of information into its products and services.

#### ● Wide definition of our customers

The starting point for providing the world's best APPLIANCE products in the world is customer recognition. The Ricoh Group not only regards the end user as its customer, but also all those who are part of the ensuing processes.

#### ● APPLIANCE meeting

The fourth APPLIANCE Meeting, an activity promoted by the entire Group, was held at the Ohmori Office on July 15, 2003 under the theme of improving our products to create the world's best APPLIANCES. A total of around 350 employees of the Group attended.

### User-Friendly APPLIANCES

#### ● Touch screen multifunctional copier

Various settings for copying, and the positioning of the punching and binding can be made by touching a large liquid crystal screen. Also, collective copying, duplex copying, and stapling can be selected by touching an icon. In this way, the user can select the required function rapidly and instinctively.



Large liquid crystal touch screen of the imagio Neo C385

#### ● Document management software

Ricoh developed the head/tail identification function that makes it possible for users to feed in paper documents irrespective of the scanning direction. Ricoh has also developed APPLIANCE products that allow its customers to remove the shadow from reverse printing automatically.

#### ● Improved replacement method for stapler cartridges

Until now, replacing the stapler cartridge in a copier/multifunctional copier required the operator to pull out the unit and turn it around. After this improvement, the unit ejects forward automatically.



Automatic replacement of stapler cartridges

● **Improved key operations for printing**

Formerly, multiple functions were allotted to a single key and it was sometimes necessary to press one function key while holding down another one. After improvement, one function is allotted to one key making it easier to select and set functions.

**Support and Service to Customer Satisfaction**

● **Marketing activities and maintenance system**

To provide customers with task-solution type services, the Ricoh Group is committed to marketing activities that satisfy customer needs. Ricoh has also established a total maintenance system so that its products can remain in service continuously.

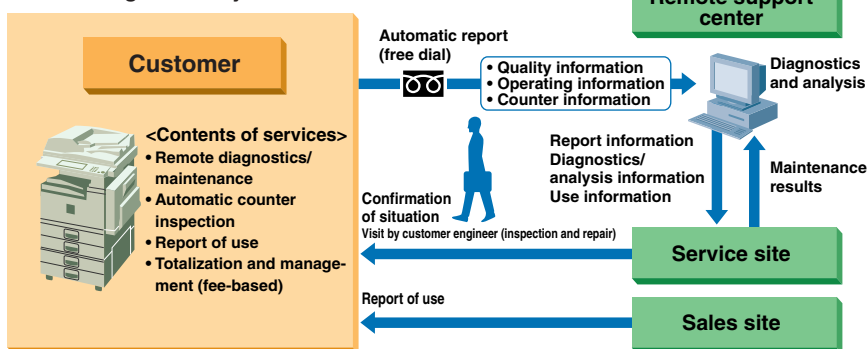
● **Wide-range network support system**

The Ricoh Group's Network Solution Center (NSC) supervises and supports network management at all its subsidiaries so that universal services can be provided to customers at every sales company. A Network Call Center service is also available via the Computer Technology Integration (CTI) system.

● **Kit-in-service for prompt operation**

Ricoh carries out expansion/revisions to hardware specifications and pre-installs software at a kit-in-center before delivery to minimize the time required to set up the system.

**Remote Diagnostics System**



● **Remote monitoring and diagnostics system**

Ricoh automatically monitors the operating network system, resource management, and occurrence of faults at customer sites for 24 hours. The remote system detects any trouble, reports the diagnostics results, and carries out maintenance.

● **24-hour maintenance**

The Night/Holiday Call Center receives calls from customers through the night and on holidays. (Limited to hardware maintenance.)

**Examples of Support (OA Equipment)**

● **Customer Service Center**

Ricoh has set up Customer Service Centers to deal with inquiries regarding its products quickly and accurately in major sites throughout Japan. Full-time support staff that have a detailed knowledge of product functions and operating methods take inquiries and provide solutions.



Customer Service Center

● **Remote diagnostics system for copiers**

Ricoh developed and introduced its Customer Support System, a remote diagnostics/support system for OA equipment in 1994. With this system, Ricoh can regularly monitor the operating conditions and control maintenance information remotely, including regular inspection and problems such as paper jams via its network. This relieves the customer of the management load and contributes to a comfortable operating environment.

**Evaluation Results**

● **No.1 in customer satisfaction (International)**

In November 2003, Lanier AG, a sales company in the Ricoh Group, received the No.1 award in the copier division of the J.D. Power customer satisfaction survey for two consecutive years.

● **No.1 in customer satisfaction (Japan)**

In Japan, Ricoh ranks first in the system architecture service of information service companies in the Nikkei Computer customer satisfaction survey.