

The Kyocera Group is focused on developing valuable businesses. Based on our Customer-First Principle, we have a strict quality policy and constantly strive for improvement. This enables us to provide customers with products and services that bring full satisfaction and enjoyment. By these means we are aiming for the state of “Quality Kyocera”. To realize this state, we have an established policy on quality, and are striving to raise the standard. We have also established a product safety policy. The aim of this policy is product manufacture with the highest priority placed on the global environment and product safety.

Thorough application of the Customer-First Principle

Kyocera Quality Policy

1. Kyocera places top priority on our environmental management and product safety systems.
2. Kyocera provides products and services to our customers that exceed their expectations by putting them first.
3. Kyocera aims to be a world leader in quality by doing every job right the first time.

To produce quality goods that fully satisfy our customers, the Kyocera Group is setting a Kyocera Quality Policy. The objective is constantly in the minds of all employees. We develop our businesses on the basis of this quality policy, and aim to become a corporation that is worthy of trust all over the world. Regarding product safety, the Kyocera Group has formulated a Product Safety Policy. Additionally, to achieve product quality based on our customers' expectations, we have set up an All-Company CS* Improvement Committee. To enable our work to give high satisfaction to customers, we are doing everything possible to ensure observance and correct application of the rules, right from the planning stages.

* CS Customer Satisfaction

Strengthening the Quality Management System

Kyocera is working to strengthen and improve its Quality Management System.

- Maintaining certification of the international standard (ISO9001) for the Quality Management System*
- Identifying true causes of defects and taking steps to prevent recurrence of problems, using Tree Diagrams and other means, through CS Improvement Committee activities.
- Setting quality targets based on Management Direction and Quality Policy, establishing actions for achieving targets and undertaking improvement activities.
- Sharing information

* Information on the state of international standard certification relating to the Quality Management System is in the section “Facts and Figures,” on Page 86.

Kyocera Group All-Company CS Improvement Committee

The Kyocera Group established the Customer-First Principle as part of the Management Direction. Pleasing customers and earning strong trust is one of the most important management issues. The All-Company CS Improvement Committee meets each month to promote activities for raising the level of customer satisfaction and improving quality. The Committee is chaired by Kyocera's president and includes representatives of domestic Kyocera Group companies as members.



● Structure of the All-Company CS Improvement Committee With “Practice the Customer-First Principle” as the objective of the All-Company CS Improvement Committee, attention focuses on measures for improving CS indices in each business division. Specific action includes the sharing of information among divisions to prevent recurrence of quality problems.

● Reforming awareness of quality

One of the Committee's priority issues is reformation of awareness of quality. In particular, the Committee is engaged in reforming quality awareness of workplace employees who are directly involved in manufacturing. Employees need to know how a product is to be used by the customer, and how it can contribute to society. Equipped with that knowledge, employees will be able to put their hearts into the manufacture of each product. “Quality First is the foundation of the workplace. Practice the Customer-First Principle with all your heart.” Appealing thus to all employees, the Committee is reforming awareness of quality.

Product Safety Policy

1. Kyocera is fully acquainted with the latest information related to Product Liability and Product Safety.
2. Kyocera maintains the world-leading standard of Product Safety.
3. Kyocera systematically practices Product Safety in accordance with manuals.

“Safety is the utmost priority for all products made and /or sold by Kyocera. Regardless of form or function, they must not endanger a person’s life or well-being, nor inflict damage on property.” From that perspective, Kyocera has set a Product Safety Policy, in addition to a Quality Policy. Kyocera has established Product Safety System Guidelines as a concrete code of action at all levels of corporate activity. Additionally, Guidelines for Product Safety Labeling serve as supplementary guidelines for understanding international standards relating to safety labels.

Product Safety Review

The CS Promotion Department supports activities relating to Kyocera product safety, coordinating with individual business divisions and related departments.

- Based on the Product Safety policy and the manual, we review the safety of our products in each process. In accordance with the specified ways, we work on it starting with the design and development stages.
- Using Kyocera’s official labeling checking system, relevant departments review user safety information such as product labels and operating instructions, to ensure observance of legal requirements and public standards.

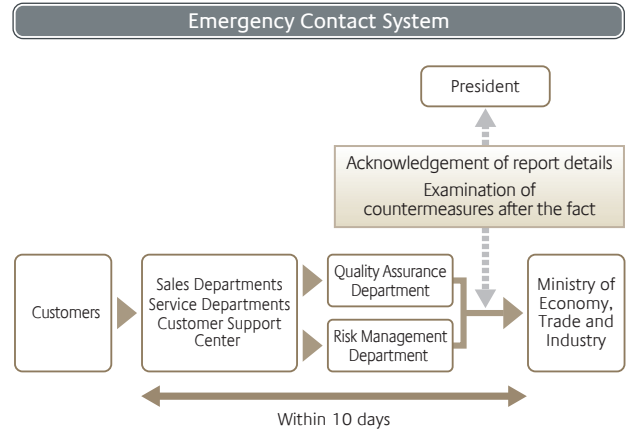
Official Labeling Checking System

The mechanism for checking sections of labels subject to legal and official standards, by specialized staff in each area of operation

Divisions	Relevant fields	Relevant documents
CS promotion	Safety labels	Labels & packaging
Risk management	Trademarks and patents	Written warranty
Legal affairs	Warranty/Indemnity	Instruction manuals
Intellectual property	Contracts	Sales promotion documents
Public announcements	etc.	Catalogs
		Advertisements

Response for accidents involving company products

In the case of a serious accident involving a company product, Kyocera has clarified emergency contact numbers for immediate response. The system enables immediate notification of reports from customers. At the same time, the Ministry of Economy, Trade and Industry is promptly advised of any matters, and information is disclosed on the relevant websites and in other media.



Peace of mind for customers after installation of solar power systems

“Perfect Customer Satisfaction (PCS)” is the basic rationale of KYOCERA Solar Corp., the company that sells Kyocera’s solar power systems. To supply systems customers can use with peace of mind, KYOCERA Solar Corp. introduced the “Kyocera Solar Certified Technician System” in January 2008.

This certification system is aimed at workers in dealerships that install Kyocera-made solar power systems for residential use. The objective is to provide customers with high quality products through “Quality Design and Installation” and “Safe Work Practices” by ensuring certified technicians undertake, manage and supervise correct installation. Participation in professional skills seminars is one requirement for attaining certification. In FY2009, 25 such seminars were held at the Kyocera Chiba Sakura Office.

In addition to the industry’s first long-term product guarantee (a 10-year guarantee including damage by typhoon, lightning and fire), KYOCERA Solar Corp. itself confirms completion of installation and market quality after conducting a final test and inspection. The Certified Technician System further raises quality.



Technician Certification Seminar

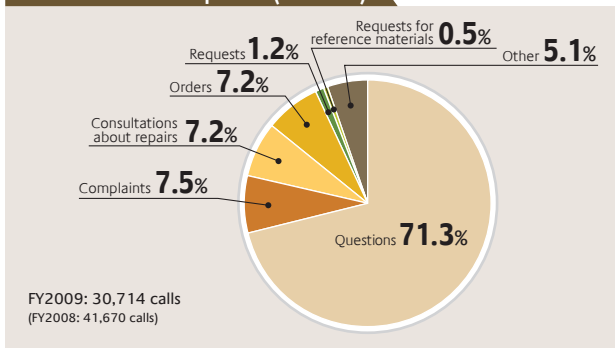
*PCS: Perfect Customer Satisfaction

Responding to the Voice of Customers

Customer Support Center

Kyocera has a Customer Support Center (Call Center) to handle matters concerning consumer products for general customers. Kyocera aims to raise the level of customer satisfaction by always responding earnestly, correctly and promptly to customer inquiries, consultations, complaints, and other matters. Valuable information and inquiries received from our customers are reported to top management and related business divisions in a timely manner, so that they are used to improve the quality of our products and services. Private information of our customers is completely protected and controlled by the corporate rules and regulations on information security.

Break-down of Inquiries (FY2009)



Compared with the previous fiscal year, the number of calls fell by more than 10,000.

The main reasons for the decline were:

- Fewer calls due to enrichment of the Kyocera website (enrichment of FAQ relating to communications equipment, etc.)



- Fewer calls due to improved quality of PHS units
- Fewer calls relating to optical equipment

Promotion of universal design

KYOCERA MITA Corp. has set two development objectives: the unification of environmental concerns and economic viability in the Ecosys concept, and to “Manufacture of people-friendly products.” The company is therefore incorporating universal design into products. This includes technological standards required by the revised Rehabilitation Act Section 508 in the USA. Specifically, engineers and designers use wheelchairs, senior citizen “experience kits,” and other means to determine whether a product can be easily used by people with disabilities and by senior citizens.

Additionally, studies of conditions in which customers use the products are applied to facilitate product improvement. The “Easy-to-Use” universal design features incorporated into the monochrome MFPs [KM-4050/5050] were highly acclaimed. As a result of such activities, KYOCERA MITA Corp. received a Good Design Award for the first time. KYOCERA MITA Corp. will continue to enhance universal design measures, undertaking development of people-friendly products that will satisfy customers.



Testing usability from a wheelchair



Testing usability while wearing a senior citizen “Experience Kit”

Received “Smart Products 2008” award at Paris international trade fair

The general trade fair for daily goods, Foire de Paris, was held in Paris, France, from April 30 to May 12, 2008. Kyocera’s ceramic knife won the “Smart Products 2008” award during the fair.

Exhibits were evaluated by visitors to the fair and certain mass media companies. In the Kitchen Division, Kyocera’s ceramic knife was highly rated for design and performance. This was the first time a product by a Japanese corporation won the award.



The Kyocera Booth