

With Customers

Related SDGs



We enhance customer satisfaction and product quality through a range of concerted efforts involving our employees. In providing products and services that satisfy customers, we anticipate changes in society's needs while giving the highest priority to quality and customer feedback.

▲ Enhancing Customer Satisfaction

To market better products by listening to customers, we flag telephone calls and other customer feedback received through our Customer Service Center that could give rise to improvements or new ideas, and we are promoting various support such as review and improvement of our FAQ.

Listening Sincerely to Customers

From among all of the telephone inquiries it receives, our Customer Service Center picks out feedback that has the potential to seed improvements or solutions. At the center, employees with experience in sales and quality assurance handle all types of inquiries.

The center shares feedback at monthly sales meetings comprising members of all consumer-product-related departments, which then use the feedback to help enhance customer satisfaction and upgrade and develop products.

As customer satisfaction indices, the Customer Service Center uses response and gratitude call percentages. Despite the increasing diversity and complexity of our products, we have improved our response percentage to approximately 80%.

The center will continue its policy of kindness, politeness, and quickness, and will make persistent efforts to improve its response system and upgrade the skills of its staff.

Response and Gratitude Call Percentages at the Customer Service Center

	FY2015	FY2016	FY2017
Response percentage ^{*1}	72%	75%	79%
Gratitude call percentage ^{*2}	5.0%	5.1%	5.6%

*1 Percentage of telephone calls received to which operators respond

*2 Percentage of telephone calls received to which operators respond that subsequently lead to telephone calls from customers expressing gratitude

▲ Increasing Product Quality and Reliability

Mindful that quality is at the core of manufacturing, we established the Quality Assurance Business Unit in April 2016 to strengthen our quality management systems. Concurrently serving as members of this business unit, representatives from every division of the Maxell Group in positions related to quality assurance discuss the prevention of product-related accidents as well as responses to legal and regulatory changes and share their findings throughout the Group to help improve quality.

Advancing Quality Management

The Maxell Group delivers products and services of a quality that satisfies customers by continually strengthening quality management based on the SQM^{*3} Movement, which is set out in the Product Safety Voluntary Action Plan.

We are also promoting quality assurance activities based on our *Monozukuri* manufacturing capabilities that verify each and every process.

In addition, we periodically hold review meetings, called *Ochibohiroi*, or gleaning, at both domestic and overseas plants to prevent product-related accidents. At these meetings, we present case studies of quality-related accidents, complaints, and notable quality improvements, followed by exchanges of opinion aimed at helping raise awareness and cultivating know-how related to quality management. Also, as part of our educational activities, we hold practical FTA and FMEA^{*4} lectures for new and mid-level employees.

As for the International Organization for Standardization's ISO 9001 standard for quality management systems, integrated audits have been conducted throughout the Group since fiscal year 2014. Since then, we have been introducing examples of good practice throughout the Group with a view to further improvements in quality. While learning from the favorable points of new Group companies, we will advance quality management even further.

In addition, we will manage product quality in compliance with the exacting quality management system requirements of ISO/IATF 16949, a quality standard for the automotive market, and ISO 13485, a quality standard for medical devices.



FMEA practical lecture

*3 Super Quality Management for the Maxell Group

*4 Failure Mode and Effects Analysis

Status of Quality Management System Standards Acquisitions

(As of April 2018)

Name of Certification	Division Acquiring Certification
ISO 9001	Maxell, Ltd. (all offices/works) / Maxell Joei Tech Co., Ltd. / Maxell System Tech Co., Ltd. / Wuxi Maxell Energy Co., Ltd. / Maxell Europe Ltd. Telford Plant / Maxell Digital Products China Co., Ltd. / Maxell Tohshin (Malaysia) Sdn. Bhd.
IATF 16949	Ono Works (Maxell, Ltd.) / Yokohama Office / Works (In-Car Camera Lens Business Division) (Maxell, Ltd.) / Maxell Joei Tech Co., Ltd. / Maxell Digital Products China Co., Ltd. / Maxell Tohshin (Malaysia) Sdn. Bhd.
ISO 13485	Kyushu Office (Maxell, Ltd.)