

The TDK Group exists thanks to its stakeholders.

We are constantly thinking about what is expected of us, and how we can deliver even better value. We will continue our quest for a mutually beneficial relationship with all our stakeholders.

Customer Relations

Corporate Profile → CSR Activities → Customer Relations (Quality Assurance) http://www.tdk.co.jp/csr_e/csr02100.htm

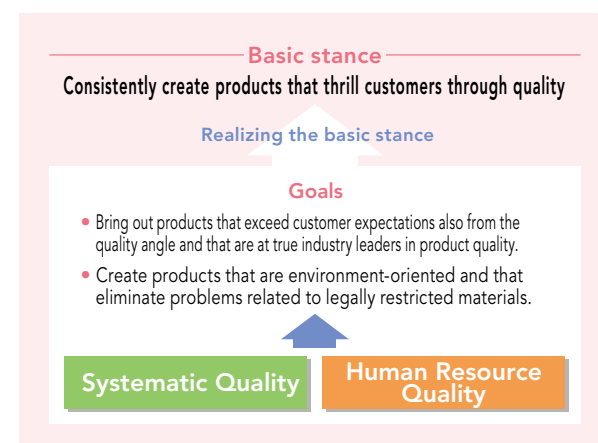
TDK Quality Assurance

TDK strives to consistently deliver products that truly impress customers through their quality. This means that customer expectations are not only met but regularly exceeded, both with regard to the products and the services that we provide. The key to achieving this goal lies in the quality of our organization and of our human resources. In order to continuously refine and improve these, we enthusiastically engage in the following activities.

Systematic Quality: Activities to constantly assess and refine our organizational structures which are at the very core of quality assurance. Using IT tools to make processes transparent, such as when working out product development roadmaps and compiling database records of past problems.

Human Resource Quality: Company-wide meetings of managers responsible for quality assurance, newsletters and training programs to widely disseminate knowledge of the best practices approach, and other quality drive activities are carried out to foster a thoroughly quality-oriented outlook. This extends to staff members involved in all processes of the company, including development, design, manufacturing, sales, and distribution. At the same time, we are incorporating quality related feedback from customers and from the market into our activities.

Based on our wish that future generations may live in safety and comfort, we are adopting the user perspective and always aim to create and deliver reliable products that are environment-friendly and that generate true customer satisfaction.



Systematic Quality

TQS 9000 – Our Proprietary Quality Standard

The TQS 9000 standard is the result of merging the unique TDK quality management system with the ISO 9001 international standards. Guidelines were established in order to ensure uniformly high quality levels in all of our business divisions. The status of operations is constantly checked and diagnosed according to TQS 9000. The results inform our ongoing drive for further improvements, made possible by the lateral organization of the Quality Assurance framework.

Design review at each stage of new product development

Before any new product is launched onto the market, a variety of quality assurance measures are taken. Above all, design reviews are an indispensable step to realize high quality. Not only do these reviews identify individual problems at each stage of development from conception to the final trial production stage, they also prevent any quality-related problems ahead of the product entering mass production. In principle, design reviews entail the involvement not only of the Design and Development departments, but also the Quality Assurance Department and other concerned sections of the company. Rigorous design reviews are followed by repeated trial production and evaluation to methodically solve potential problems. The initial production control* phase then follows, and new product development is only considered complete once all of these stages have been successfully completed.

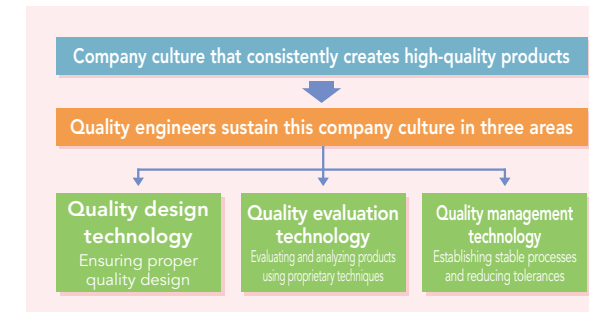
*Initial production control: For a certain period after the start of mass production, a special control system is applied in order to detect latent or potential quality problems. The system is aimed to prevent problems from developing or spreading by providing early and effective solutions.



Human Resource Quality

Quality engineers and technicians of course play a leading role in quality assurance activities. Their operations are divided into three major categories as depicted below. In order to consistently create and deliver high-quality products, a deep-rooted company culture must be sustained by skills that are constantly updated and improved. We are always aiming at skill improvement and are training specialists in the respective fields.

Fostering and improving the skill level of quality engineers



Comment from a quality engineer

As a quality engineer, my daily work involves the development of methods for evaluating the reliability of new products. This is aimed at producing high quality output and trying to prevent problems before they happen. I try to go to actual production sites as often as possible, in order to see conditions for myself and to communicate with the engineers and staff there. I believe that sharing information in this way helps us develop better methods. At the same time, we also apply trial and error techniques in order to improve the efficiency of product evaluation. I will continue to strive for even better and more meaningful evaluation methods, so that we can meet the high expectations and justify the trust that customers are placing in us. The end result is bound to be higher customer satisfaction.



Quality Assurance Department
Reliability Evaluation Analysis Group
Reliability Technology Section
Katsuyuki Suzuki

CS (Customer Satisfaction) Activities Related to Electronic Components

TDK supplies electronic components as a flagship product line not only to electronic device set manufacturers directly linked to end consumers, but also to electronic assembly manufacturers and component manufacturers. In doing so, TDK makes every effort to ensure customer satisfaction (CS), through the three avenues as follows, and strives to achieve general satisfaction, encompassing quality, cost, delivery, environmental efforts and services, in order to become the company of choice for potential customers.

Supplier Evaluation Information

TDK obtains the results of supplier evaluations as completed by its customers. The evaluation ranks the different levels of customer satisfaction, with an "A" indicating that the customer is fully satisfied. TDK keeps track of changes in the percentage regarding the A rank, and passes this information to the relevant division responsible to improve CS.

Product-Related Complaints

TDK maintains a database of product-related complaints filed by customers both in Japan and overseas. Information is sent online to the involved departments without delay, so that swift action can be taken to improve CS. In addition, this system is designed to automatically send significant complaints to top management.

CS Evaluation

In order to become the supplier of choice for our customers, our sales staff members make sure that they understand the needs of our customers. TDK makes every effort to improve CS by quickly understanding the details of customer complaints, and providing feedback to the relevant divisions so that they may take necessary remedial action.

Comment from a sales staff member

In my work in sales, I talk with customers every day and always try to find out what their needs and expectations are. This is important because it can lead to new proposals and projects. It is not always easy to meet customer expectations, but by working together both with our clients and with the various departments in our company, problems can be overcome. When I find that I have been able to build a relationship based on trust, I feel rewarded in my work. Also in future, I want to be able to offer customers not only product quality but also added value. It's simply great when we get feedback such as "We are really happy that we went with TDK."



Electronic Components
Sales & Marketing Group
Sales Division 2
Tomoharu Furukawa

Customer Recognition of TDK Quality

Some examples of customers recognizing our quality-oriented operations are mentioned below. This kind of recognition is an incentive for our ongoing drive to further improve quality levels.

- NEC Corporation Carrier Network Business Unit, Mobile Network Operations Unit:
Received "FY2008 Excellent Supplier Award"
- NEC Wireless Networks, Ltd.:
Received an award for seven semiannual terms in a row