

Raising Customer Satisfaction

DISCO propels to raise customer satisfaction through mechanisms that have been incorporated into management systems, and encourages each and every employee to act with a customer-oriented sensitivity.

Improving Customer Satisfaction in Sales Activities

Focus

■ Utilizing One Month Feedback

A majority of DISCO's precision processing equipment is proportionally custom-built and delivered to the customer after per-shipment testing. This is done to ensure the equipment provides the processing results desired by the customer. After the equipment is delivered to the customer's production site, it must be checked to make sure it is providing satisfactory processing results, and if adjustments are needed, they must be made quickly. DISCO has launched a One Month Feedback system that addresses the characteristics of the equipment delivered to each customer.

Under the system, a questionnaire is sent to customers immediately after the precision processing equipment is delivered. The questionnaire asks about equipment usage, quality of support by sales staff or the distributor and other related matters.

The views and comments of customers who respond to the questionnaire are shared with relevant employees within the company, and, as necessary, a coordinated response is provided by Sales, Service and Engineering Departments and other divisions.

We also administer our annual Customer Satisfaction Survey in October, which provides us with the opportunity to learn and leverage overall customer assessments of the company.

The Valuable Views of Customers

◀ Takatoshi Kyo
Domestic Sales Division, Sales Department

I make every effort to carefully consider the views and opinions of customers with regard to our sales activities.

We work together with the Engineering, Service and Application Departments to provide the best possible processing results to the complete satisfaction of customers. The frank views and opinions of customers received through the One Month Feedback system provides us with extremely valuable feedback on how to further raise customer satisfaction.

Not too long ago, we had a customer contact us through the One Month Feedback program about some trouble they were having. We teamed with the Engineering and Service Departments to immediately diagnose the cause, and the problem was resolved the next day.

I will continue to value One Month Feedback and utilize the system to further raise the quality of sales activities.



■ Improving Customer Satisfaction at Overseas Affiliates

DISCO's overseas affiliates are also passionate about raising customer satisfaction. In fiscal 2008, overseas affiliates created specific plans and engaged in initiatives to raise customer satisfaction, just like sites in Japan. The plans and initiatives centered on our customer satisfaction policy,

“Providing customers with substantial satisfaction through strengthened synergy among the company's Service, Engineering and Sales Departments”.

For fiscal 2009, customer satisfaction activities will be independent and tailored to the needs and characteristics of each region, aiming to achieve the DISCO Vision in 2010.

Committed to Rapidly Providing Information and Response

◀ Yat Sim, Miyabi
Sales Department DISCO HI-TEC SINGAPORE

I believe that deepening our understanding of the technical map of customers with bases in Singapore is an extremely beneficial experience in that it enables DISCO to make strategic proposals in connection with technical development projects at bases other than those in Singapore. It is exciting just to be able to think about the sales, service and technical sectors coming together as one to respond to the needs of customers in connection with advanced technology. I am very happy and proud to be able to establish relationships with customers that contribute to our mutual benefit.

I hope to be able to achieve positive communication with customers in the future in order to build relationships of even higher quality.



Raising Customer Satisfaction at the Training Center

■ Training Center Initiatives

The Training Center conducts operations and maintenance training for DISCO's precision processing equipment in order to help customers better understand and more effectively utilize the equipment.

The center features more than ten actual dicing saws and grinders. The center's instructors, who have undergone a training program and passed a skills test to teach at the center, give demonstrations on the equipment as a part of the training process. In order to provide

trainees as much opportunity as possible to actually use the equipment, a majority of class time consists of actual practice using the equipment in small groups.

The center offers a number of different training courses depending on the skill levels, needs and experience of the trainees. Effort is also made to improve customer satisfaction with respect to training, by improving the skill level of instructors and other initiatives.



Practical training room at the Head Office/R&D Center's Training Center

WEB Training Services
<http://www.disco.co.jp/eg/support/training/index.html>

■ Surveying Participants to Make Improvements

We began conducting a questionnaire for course participants in fiscal 2003 in an effort to improve satisfaction levels with regard to our training services. Opinions and comments received via the questionnaire are used to make improvements to the program.

In fiscal 2008, continued from the previous year, drawing on the customer's responses of the 51 survey questions, we established a reception desk near the entrance to the Training Center and enhanced the tourist guide, transportation map and souvenir list for overseas

course participants by making them available in English, Chinese and Korean.

These activities were met with glowing comments from participants, who noted our conscientious service and how quickly we had made the improvements. Encouraged by such a positive response, our new goal is to not only satisfy everyone who comes to take the course but out-and-out impress them as well. Every staff member at the Training Center is working diligently to make it happen.

Activities to Improve Customer Satisfaction in the Service Department

■ Sharing Information of Problems

The Service Department's customer engineers handle any mechanical issues involving DISCO's precision processing equipment that occur after the equipment has been installed. The Service Department is dedicated to improving the skills of customer engineers and sharing information on issues that occur.

Since fiscal 2007, we have been enhancing communication of equipment issues. One way in which communication was enhanced was by sharing information on equipment issues via cell phone email. When a particularly difficult

problem occurs, an email is sent out to every customer engineer and they go to work on finding a solution. In this way we worked to develop a system for sharing information instantly. Further, we are sharing the customer engineer trouble report within a team using the CE scheduling board.

By sharing information on the various equipment issues that occur, we hope to improve the speed and efficiency of service activities.



CE scheduling board at the Sendai Branch Office

WEB After-Sales Service
<http://www.disco.co.jp/eg/support/aftersv/index.html>

■ Making Delivery Inspections More Efficient

When precision processing equipment is delivered to a customer's production site, a customer engineer goes along to inspect the equipment's operating status. Since 2007, we have been working to make these delivery inspections more efficient so that customers could use the equipment at their production sites as quickly as possible with total peace of mind.

Specifically, we increased the number of parts installed at our plant before delivery to the customer, which served to substantially reduce

the amount of work at the customer's production site. A simplified manual was also created with information on the equipment's basic operations, and a dedicated training team was established to improve and diversify the skills of our customer engineers.

These initiatives achieve efficiency while improving customer satisfaction, to include greatly shortening the amount of time, required to get the equipment up and running after it is delivered.



Customer engineers receiving training from dedicated instructors

Making Products and Quality Management

In order to ensure that product quality, cost and delivery meet customer expectations, DISCO works on an ongoing basis to improve production processes and develop improvement activities under its quality management system.

Making Products that Satisfy Our Customers

Focus

■ Improvement Activities in Manufacturing Processes

DISCO's production plants work to raise efficiency through various improvement activities in order to meet customer requirements related to delivery dates, quality, improvements and customization.

One example is the Precision Equipment Manufacturing Department's "One Valuable Step" program. The program involved workers wearing a pedometer to reassess their everyday tasks from an efficiency perspective.

They monitored the number of steps they took each day and worked to reduce them by shortening flow lines and setup procedures.

Thus, procedures are reviewed through Kizuki based on closeby goals of all employees using part of PIM (Performance Innovation Management) activities implemented company-wide. This improves organizational performance by repeatedly focusing in short cycles.

As a result of these and other improvements and setup innovations, preparation lead times for standard manual equipment were cut by as much as 70%.

We plan to continue these sorts of activities in order to further raise customer satisfaction.



An employee doing a job with a walkie-talkie



Working while wearing a pedometer

Initiating Improvement Activities

Hidehito Kawamoto
Manufacturing Division, Precision Equipment Manufacturing Department

I had been worried about a lack of new ideas and innovations just at the time we were starting the "One Valuable Step" program. Around that time, one of our team members was at a holiday party and saw the waiters communicating with each other using walkie-talkies. This led him to propose we use two-way radios in our own work. His proposal ended up improving efficiency, which served to inspire the other team members and dramatically raise the pace of improvements. I think it is important that everyone participate in improvement activities and that we all work together in a spirit of friendly competition.



■ Search System for Precision Processing Tool Inspection Sheets

DISCO makes a web-based search system for inspection sheets available to customers in order to ensure precision processing tools are used with total peace of mind.

Inspection sheets for precision processing tools can be displayed in English or Japanese by entering the barcode printed on the tool's packaging into the system. The system currently covers our main dicing blade and grinding wheel

products, and we have plans to further expand the scope of searchable products.

Previously, inspection sheets were included with the product in paper form, so implementing this system has served to reduce paper volume.

We are also utilizing the system to provide information on quality and process status for each process used to make precision processing tooling.



WEB Inspection Sheet Search Page For Precision Processing Tools
http://www.disco.co.jp/eg/support/inspection_sheet/index.html

Quality Management

■ Quality Policy and ISO 9001

DISCO's Quality Policy was formulated with the goal of delivering real satisfaction to customers, and we have steadily acquired ISO 9001 certification in order to faithfully achieve the goals of the policy. We have included not only divisions directly involved in products but also the administrative divisions that support them within the scope of organizations subject to quality

management system certification. Our goal is to provide even higher levels of satisfaction to customers by realizing high quality operations on an ongoing basis with the help and cooperation of every division.

Overseas affiliates have also acquired ISO 9001 certification and are working to make improvements on a sustained basis.

WEB ISO 9001 Certificates
<http://www.disco.co.jp/eg/activity/quality/registration.html>

■ Communicating Machine Improvement Information

When information becomes available on improvements made to further stabilize the functioning of precision processing equipment, it is promptly communicated to customers.

We deliver disclosure sheets containing improvement information to customers who own the machine in question and also post the information on our website.

The site includes the Critical-Serious-Minor Defect Countermeasure, or CSMDC, which provides information on machinery defects in

order to facilitate stable machinery operation, as well as technical newsletters aimed to help customers better use the equipment.

Customers with a registered ID and password receive emails on improvements to DISCO machinery they own. Even customers that have not registered to receive the emails can view a list of machine improvement information issued in the past by entering the product's serial number and a PIN number.



WEB Machine Improvement Information
 DISCO HOME > Customer Support > After-Sales Service > Machine Improvement Information

Awards from Our Customers

In order to ensure all our products, applications and services are first-class, DISCO works to improve the systems that encompass all that we do and develop human resources capable of generating high added value. Customers appreciate our everyday efforts and service, and in 2008, we were honored with a number of awards from customers in Japan and overseas.

■ Awards from Customers in Fiscal 2008

Customer	Country	Awards	Reason for awards
SUMCO	Japan	SUPPLIER AWARD (Two consecutive years)	Contribution to SUMCO's production activities through the supply of exceptional products
Fujitsu Microelectronics	Japan	Certificate of appreciation	For handling rapid recovery operation after the Iwate and Miyagi earthquake.
Intel Corporation (China)	China	Certificate of commendation	Cooperation in the recovery from the Szechuan, China earthquake
Intel Corporation	U.S.	SCQI Award (Nine consecutive years)	Outstanding track record and quality in supplying products and services that contribute to Intel's success
Unisem (China)	China	Letter of appreciation	Rapidly responded to recalibrate all DISCO machine after the SzeChuan earthquake in China

TOPICS

Receiving the Intel Corporation SCQI Award for the Nine Consecutive Years

DISCO was honored by Intel Corporation in fiscal 2008 with the company's Supplier Continuous Quality Improvement award. The honor is given to companies that achieve an outstanding track record and level of quality in the supply of products and services that contribute to Intel's success. DISCO has now received the award for the ninth consecutive year. We received the award this year for our efforts in supplying high-precision dicing saws, polishers and grinders.



SCQI award trophy, received for the 9th consecutive year.