



Social

Service to Customers

Goal 1

Basic Concept

envision : ensure

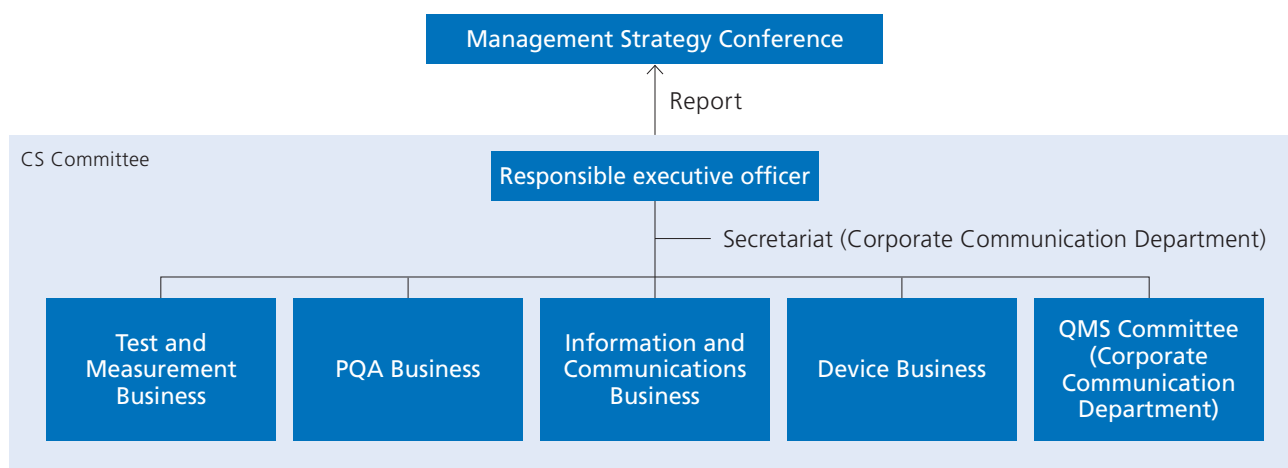
Anritsu envisions itself as an essential company for customers around the world by ensuring the ongoing provision of innovative products and services that respond to constant change. Toward realizing "envision : ensure," Anritsu set its customer satisfaction goal for 2020 as becoming a brand that enjoys the continued trust and preference of customers in all countries and regions. We continue to pursue this goal by sharing business targets and value with customers across the world and providing unique products and services that meet their needs.

CS Promotion Framework

*CS: Customer Satisfaction

Our mid-term CS* management plan emphasizes strengthening our contacts with customers. By enhancing connectivity with customers at our sales and marketing and maintenance service sections or on our website, we seek to more precisely capture customer needs and thereby make better use of our strengths in technological aptitude and sincerity to attain even deeper trust from customers. Our CS measures are deliberated, implemented and assessed under the leadership of the CS Committee, made up of representatives from each business division.

► Promotion Framework



Operations of Each Group Company

*CEM (customer experience management): management system focused on customer experience and feelings to determine the added value that can be provided at contact points with customers.

■ Test and Measurement Business

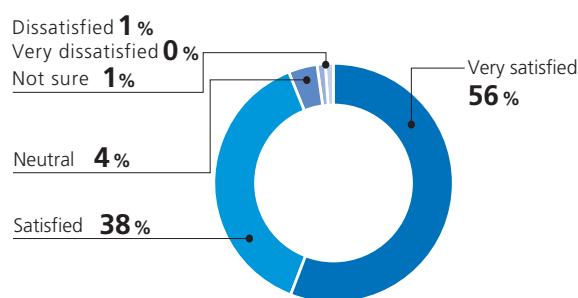
The Test and Measurement Business offers solutions to customers around the world through a network of sales bases in 19 countries. We also maintain 14 service centers in 12 countries to offer a variety of services so that our customers can use our products reliably.

At the Measurement Support Center in Japan, members with ample knowledge in our products are striving to respond to customer inquiries within two hours. A CRM system has been introduced at the center to coordinate with sales and marketing and maintenance service sections, prepare technical documents and estimates, provide operation instructions, and handle customer problems. In fiscal 2017, we will work to further improve customer satisfaction by providing more thorough and accurate services.

The "Voice of the Customer Program" was introduced as a CEM* tool at Anritsu Company (U.S.A.). The program allows us to more effectively listen to feedback, analyze and review the data internally and understand root causes, thereby enabling us to make continuous improvement through corrective actions and ultimately raise customer satisfaction.

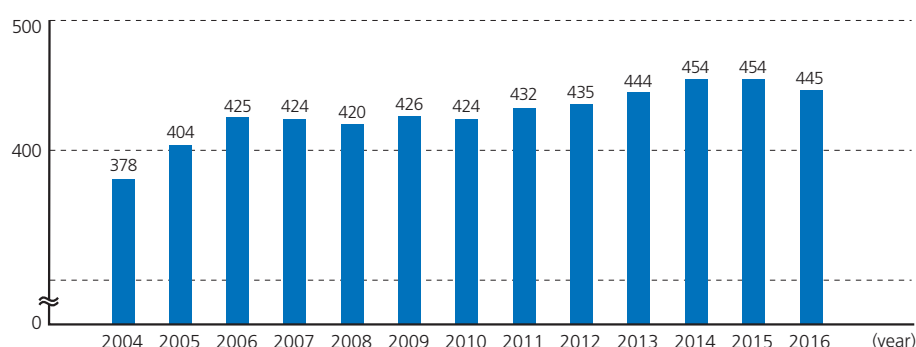
We monitor every interaction we have with our customers by conducting monthly surveys and apply the results to guide ongoing improvement activities. Also, we are continuously working to raise employee awareness. These ongoing efforts resulted in another outstanding customer satisfaction response in the CS survey conducted for fiscal 2016. In the survey, 94% of customers indicated that they were either "very satisfied" or "satisfied" with us.

► Anritsu Company (U.S.A.): Overall Satisfaction for Fiscal 2016



※ Five-scale assessment from "very satisfied" to "very dissatisfied"

► Changes in Overall Customer Satisfaction (Scores calculated from "very satisfied" and "satisfied")



In fiscal 2016, an incident occurred in which a customer in the U.S. experienced technical issues with one of our systems that he had planned to use before the Christmas holidays. The problem was resolved quickly through the collaborative efforts of the maintenance service sections in Japan and the U.S. The commitment and quick response of our staff not only surprised and delighted the customer but also provided another example of building strong relationships with our customers.

*PQA:Products Quality Assurance

■ PQA Business*

Our PQA business is operated through five Group companies in four overseas countries, which in turn have maintenance service centers, including agents, in 56 countries. Through our extensive network, we provide reliable maintenance services to customers around the world.

The PQA Business, which provides quality assurance systems for customers in the food and pharmaceutical industries, has been working on enhancing the quality of its customer support center. Maintenance service experts with ample experience are stationed 24 hours a day, 365 days a year to respond to inquiries or requests from customers at any time. The center maintains a framework for coordinating with Group companies overseas and a CRM system for greater efficiency. Staffs regularly receive training conducted by domestic and overseas instructors to provide customers with secure and reliable products and services.

In fiscal 2016, we focused on implementing sustainable initiatives, such as utilizing IT to accelerate customer handling, increasing the number of field engineers and improving their skills. In order to shorten the downtime associated with the occurrence of any unexpected failure to system recovery, we also enhanced the collaborative structures between our customer support center and maintenance parts center to speed up the supply of maintenance parts.



The customer support center can be reached 24/7, year-round.

■ Information and Communications Business

The Information and Communication Business, which provides customers with information and communications systems that ensure stable communication infrastructure, has been striving to enhance its customer support center. In addition to improving the quality of responses to inquiries by having employees with abundant experience in maintenance service answer questions while using the CRM system, we provide customers with one-stop solutions that integrate our responses with those of our system engineering division. To have an opportunity to understand customers' problems and goals, we hold regular meetings with our partner companies.

The Information and Communication Business has also been working to improve the quality of its software. In fiscal 2016, the number of quality issues after shipment was reduced as a result of replacing the conventional quality review of software prior to commercialization. The main focus was on validating the software against its specifications, with a new method aimed at delivering the quality required for customer operational settings. This approach led to receiving the SQiP Best Report Effective Award* at the Software Quality Symposium 2016.



Presentation at the Software Quality Symposium 2016

*SQiP Best Report Effective Award:
Sponsored by the Union of Japanese Scientists and Engineers and awarded to the most outstanding initiative that is practical and can be readily used onsite for quality improvement.

Integrating the Website

■ Device Business

The Device Business, which provides optical and high-speed electronic devices that support the information communication field, underwent a second-party audit in fiscal 2016 in which customers evaluated our quality management system. The resulting feedback informed how we share issues with customers and improve product quality. We will continue to facilitate interactive communication with our customers to maintain a quality management system that customers trust.

Our website is one of Anritsu's key points of contact with customers around the world. Since fiscal 2015, we have been working on integrating the websites of our domestic and overseas Group companies, which had been created separately. In fiscal 2016, we integrated the websites of the PQA business in addition to Test and Measurement Business. In fiscal 2017, we will further improve customer convenience.

Employee Training

Many customers describe Anritsu as being sincere. In order to maintain and further instill this throughout the company, we provide employees with HR training programs every year and periodically remind them of the importance of sincerity throughout their daily work. We also recognize employees who receive appreciation from customers with a CSR Award, and many have been recognized over the years. To fully realize "envision : ensure," we continually cultivate human resources with a visionary and problem-solving mindset as we become a global brand that enjoys the continued trust and preference of customers by continually contributing to customer service.

Quality Management

■ Basic Concept

Anritsu Corporation has established quality policies and action guidelines under its corporate philosophy, "Contribute to the development of a safe, secure and prosperous global society by offering Original & High Level products and services with sincerity, harmony and enthusiasm," and has been firmly implementing them in order to provide products and services that satisfy customers and society.

| Quality Policy |

Supply satisfactory products to customers and society with sincerity, harmony and enthusiasm.

| Quality Policy Action Guidelines |

- **Work with sincerity and seriousness not to make nonconforming products.**
- **Handle after-processes considering customers and harmony with others.**
- **Propose improvement with enthusiasm.**

■ Promoting the Quality Management System

Anritsu has been certified under the ISO 9001 international quality management standards for quality assurance since 1993 and has developed a consistent global framework, from product design and development to production, services and maintenance. In Japan, the quality management subcommittee, comprised of the quality managers of each Group company, oversees the sharing of issues among companies to drive quality improvement across the Group. Moreover, in response to the increased impact of software on product functionality, we have been providing company-wide activities to improve software quality since fiscal 2016. These activities include an information exchange meeting on software quality for personnel in charge of software from each Group company and software technology seminars.

The following list summarizes Anritsu Group companies that have obtained ISO 9001 certification. The certification has been obtained for all organizations engaged in product realization processes. Of the total number of Anritsu employees in our global operations, about 60% of them are covered by the quality management system.

► Companies with ISO 9001 Certification

Japan	
Anritsu Corporation	
Group Companies in Japan	
Anritsu Infivis Co., Ltd.	Tohoku Anritsu Co., Ltd.
Anritsu Customer Support Co., Ltd.	Anritsu Engineering Co., Ltd.
Anritsu Networks Co., Ltd.	Anritsu Devices Co., Ltd.
AT Techmac Co., Ltd.	M Tech Support Co., Ltd.
Major Group Companies outside Japan	
U.S.A.	
Anritsu Company (U.S.A.)	Anritsu Eletronica Ltda. (Brazil)
Anritsu Electronics Ltd. (Canada)	
EMEA	
Anritsu EMEA Ltd. (U.K.)	Anritsu Ltd. (U.K.)
Anritsu GmbH (Germany)	Anritsu S.A. (France)
Anritsu S.r.l. (Italy)	Anritsu Solutions S.r.l. (Italy)
Anritsu A/S (Denmark)	Anritsu AB (Sweden)
Anritsu Solutions S.R.L. (Romania)	Anritsu Solutions SK, s.r.o. (Slovakia)
Asia and others	
Anritsu Electronics (Shanghai) Co., Ltd. (China)	Anritsu Company, Inc. (Taiwan)
Anritsu Corporation, Ltd. (Korea)	Anritsu Pte. Ltd. (Singapore)
Anritsu India Private Ltd. (India)	Anritsu Infivis (Thailand) Co., Ltd. (Thailand)
Anritsu Pty. Ltd. (Australia)	