



Social

Customer Service and Support

Stance on Social Issues

Communications infrastructure and safe food products are indispensable to modern society.

Businesses in these sectors focus on productivity and quality assurance in addition to the development of new products and services.

The Anritsu Group maintains a global network to provide customers with the products and support services they need at any time or place.

We build relationships of trust with customers and seek to address social issues with them by doing our best to respond sincerely to their requests or orders.

Policy

In the Charter of Corporate Behavior, the Anritsu Group stipulates that the Group "will provide customers with socially useful products and services and appropriate information, and will communicate with customers in good faith. This will result in high customer satisfaction and trust." In the Code of Conduct, We states that the Group "will continuously provide creative, high level products and services that would satisfy the needs of our customer." We strive to be a company that is and will continue to be trusted and chosen by customers around the world.

Structure

Through various points of contact with customers, including sales and marketing and repair and maintenance services as well as our corporate website, the Anritsu Group provides customers with supports to solve their business issues. Since customers vary by business segment, our customer service and support are managed separately by the department in charge under each business group.

Service and Support by Major Businesses

The Test and Measurement Business deploys repair and maintenance service centers at 14 locations in 12 countries so that customers around the world can use Anritsu's products worry-free. The R&D centers in the U.S., China, and India offer development support for customers. In Japan the Measurement Support Center serves as the point of contact with customers, and staff with ample

knowledge about products are assigned to respond efficiently to customer inquiries. The Measurement Support Center liaises through a CRM*¹ system with the Sales & Marketing Team and Repair & Maintenance Team to offer brochures, generate quotations, and provide operational instructions and troubleshooting for customers. The repair and calibration of instruments are assigned to Anritsu Customer Support Co., Ltd., a wholly owned subsidiary of Anritsu Corporation.

Anritsu in the Americas introduced the Voice of the Customer Program as part of its CEM*². This allows us to collect customer feedback and discuss it along with data analysis findings, placing us in a stronger position to identify the root causes of problems and implement improvements that will boost customer satisfaction.

The PQA Business, which has a corporate body in each of five countries apart from Japan, operates repair and maintenance centers or agencies in 56 nations. Those centers and agencies are staffed by employees with rich field experience, providing customers with exactly the support they need, around the clock, 365 days a year. The PQA Business streamlines its operations through a CRM system and regularly conducts training programs for its staff in and outside Japan to provide reliable and secure customer service.

*1 System for managing customers.

*2 Approach used to track potential added value at touch points between businesses and customers by focusing on customer experience and feelings.



Cover Story	Group CEO Message	Solving Social Issues Through Business	Sustainability Management	Environment	Social	Governance	Other Information
Respect for Human Rights and Diversity	Human Resources Development	Occupational Health and Safety	Supply Chain Management	Quality and Product Safety	Customer Service and Support		Performance Data

The Information and Communications Business provides product support as well as comprehensive system support services, including the pre-purchase verification of connection with customer communication systems, training on use and management methods, and troubleshooting.

The Sensing & Device Business, which supports customers across the world through a system established with Group companies and sales agents outside Japan, has enhanced its information service by focusing on customer convenience. For instance, the Sensing & Device Business offers basic product information and guidance for product selection along with a presentation of products by type of device on its section of the website. Anritsu holds global training for the Test and Measurement, PQA, and Sensing and Devices businesses toward enhancing product support.

P.047 Human Resources Development

The Anritsu Group is enhancing its online support service to respond to increased teleworking as a result of COVID-19.

P.079 Business Continuity Management