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Social

Customer Service and Support

Stance on Social Issues

Communications infrastructure and safe food and pharmaceutical 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 appropriate information on products and services, and will communicate with customers in good faith. This will result in high customer satisfaction and trust". The Code of Conduct 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

Anritsu operates through four groups of businesses, Test and Measurement, PQA, Environmental Measurement, and Sensing and Devices. Through various points of contact with customers, including sales, marketing, maintenance service and corporate website, each business group provides customers with services and support that meet their business needs.

Since customer needs vary by business group, each maintains its own customer support department.

Activities and Achievements

Test and Measurement Business
The Test and Measurement Business has business sites in 26 countries to closely attend to the respective needs of customers developing next-generation technologies in each nation. By sharing development roadmaps with customers and verifying their development of mobile and other communication devices, the business supports customers in meeting their time-to-market requirements.

The business also 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.

PQA Business
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 countries. Those centers and agencies are staffed by employees with rich field experience, supporting customers 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 a customer service that is reliable and secure.

Environmental Measurement Business
The Environmental Measurement 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.

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Sensing and Devices Business

The Sensing and Device Business supports customers across the world through a system established with Group companies and sales agents outside Japan. It focuses on customer convenience and posts a variety of information on the website. Apart from product data by type, these posts include beginner information and guidance for optimal product choice.

Customer Support amid the COVID-19 Pandemic

As telework is increasingly becoming the norm amid the COVID-19 pandemic, the Anritsu Group has conducted much of its marketing and customer support online. The Test and Measurement Business offers solutions that support 5G, ultrahigh-speed networks, and other advanced telecommunication systems. The business's website is thoroughly dedicated to information about its products in various formats, including remote demos, webinars, and video instruction. In fiscal 2020, the business hosted an online Anritsu Technology Show for exhibiting its 5G testing solutions and other Anritsu solutions.

The PQA Business also maintains its own website to offer product information, including a solution for customers to remotely monitor testers and restore failures.

TOPIC

Contributing to the Popularization of Local 5G

Local 5G, a private telecommunication network that can be used for industrial purposes, will allow Anritsu to address some social issues toward realizing its ideal vision of the future. However, local 5G requires users, whether companies or municipalities, to acquire a radio station license on their own initiative. And they must build, operate, and maintain the network by themselves while also attaining a telecommunication quality equivalent to that of a carrier. Using local 5G indeed requires expertise in telecommunication, which has been a bottleneck for many. Anritsu Corporation opened a facility, ANRITSU 5G LAB, and established AK Radio Design Inc. to eliminate that bottleneck.

ANRITSU 5G LAB
Visitors at ANRITSU 5G LAB can experience a hands-on trial of test solutions to help ensure quality in the phases of introducing, running, and maintaining a local 5G network in the 28 GHz band. They can bring their own device to the facility and also experience process for verifying connection with a local 5G station. Additionally, they can learn how to evaluate telecommunication quality with measuring instruments at training programs.

Establishment of AK Radio Design Inc.
AK Radio Design Inc. was established as a company for supporting the introduction and operation of local 5G networks through a joint investment with Kozo Keikaku Engineering Inc. In addition to pre-introduction planning, license application, and support for network administration, AK Radio Design helps customers perform optimal simulation and measurement as well as to identify and solve problems such as radio interference.