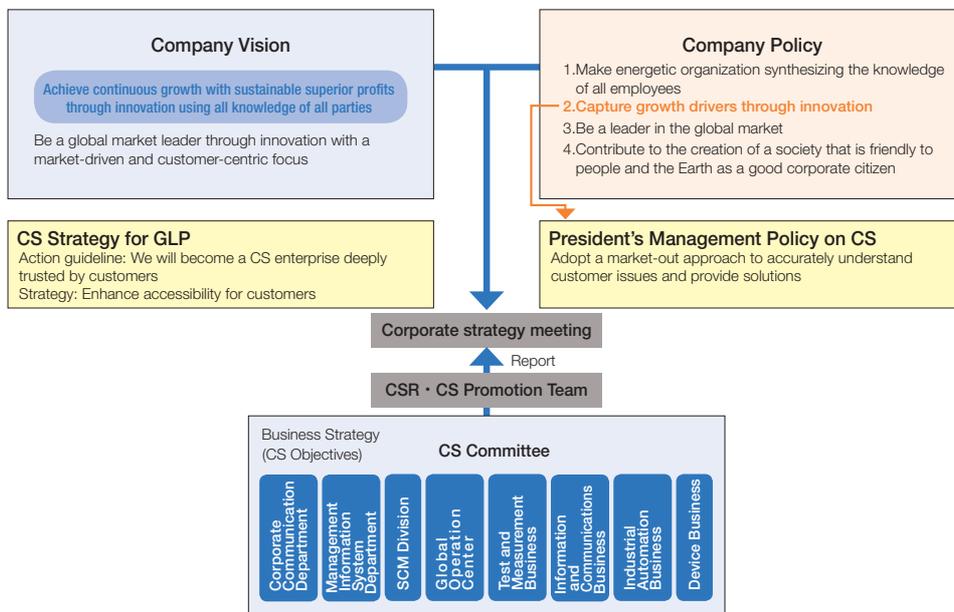


Basic Concept

Under its action guideline, “We will become a CS enterprise deeply trusted by customers,” Anritsu believes each employee must be cordial when serving customers and closely communicate with them in order to meet their needs, while at the same time identifying their needs and challenges. We establish win-win relationships with customers and propose new value that delivers customer satisfaction. Because it is vital that employees who directly contact with customers have the right mindset, we place priority on programs that focus on employee awareness, training and recognition.

Customer Satisfaction (CS) Promotion Framework

The Anritsu Group in Japan encourages mutual sharing of CS issues and improvement activities through the Japan CS Committee, which consists of representatives from Anritsu Group companies. Toward our goal of becoming a CS company deeply trusted by customers, we identified issues requiring our attention with regard to the Anritsu Group’s customer contact points and sought to improve our web-based contact point as part of that effort in fiscal 2013.



Global Customer Service Activities

Anritsu’s test and measurement business serves customers around the world by providing solutions through a network of 25 Group companies in 18 countries, including 7 R&D bases and 3 manufacturing bases. We also maintain 18 service centers in 14 countries to offer a variety of services to ensure our international customers can reliably use our products.

Anritsu Customer Support Co., Ltd. undertakes multifaceted operations: maintenance, including calibration and repair of measuring instruments; testing, such as EMC*; measurement technical support for responding to technical inquiries about calibrating measuring instruments; and global support, which responds to requests for repairs and parts supply from Anritsu product service centers around the world. We began upgrading our web-based service to replace our existing system in fiscal 2014 and achieve further improvements.

In addition, the Anritsu Industrial Solutions Co., Ltd. maintenance network now covers about 40 countries and provides reliable maintenance services to customers operating on a global level.



Supplying maintenance parts to overseas sites

*Electromagnetic Compatibility

Customer Satisfaction (CS) Surveys

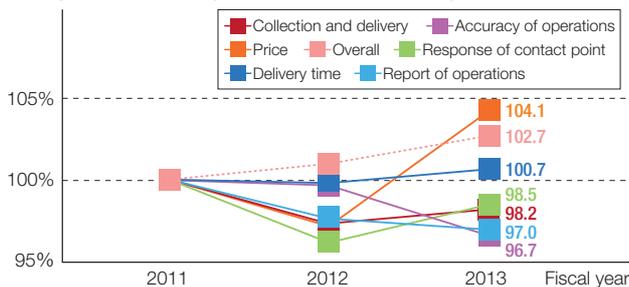
As part of its efforts to raise CS levels, the Anritsu Group conducts a survey and then formulates and promptly implements improvement plans based on customer feedback.

Anritsu Customer Support Co., Ltd. conducts a CS survey every year on topics such as calibration and repair services and EMC testing services.

We systematically improve items that score lower than the previous year, and strive daily to further increase CS on items that score higher than the previous year.

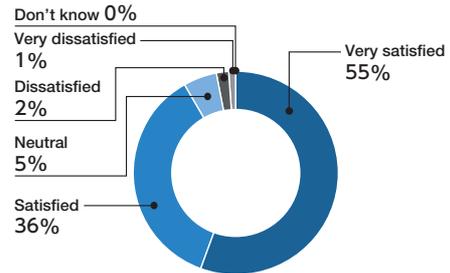
In an effort to quickly respond to customer requests, we have also started asking customers of our services to provide immediate feedback on their level of satisfaction, assess the likelihood of using our services again, and share comments.

Customer Satisfaction Levels for Calibration and Repair Services (Baseline: Fiscal 2011)



Anritsu Company (U.S.A.) has been implementing the Voice of the Customer Program as part of its CS survey to enhance our products and services by consistently seeking customer feedback on improvements. We gather customer requests and suggestions for improvements through questionnaires attached to repaired products, hearings conducted four times a year with customers who have purchased our products, inquiries we receive via our website, and ordinary meetings. We report these improvement requests and suggestions to management and use them to improve employee response to customers. We make a point of promptly responding to requests and taking corrective action by identifying underlying causes. These activities ensure that customers are able to safely use our products and services.

Level of Satisfaction for Fiscal 2013 (U.S.A.)



Employee Training

We conduct CS training in Japan to deepen CS awareness among employees. We continue to implement the training program for new managers, launched in fiscal 2011, with the goal of having all new managers attend every year. Our curriculum integrates training content for newly appointed managers and for staff in charge to ensure that CS awareness is shared within the same division.

In addition, we recognize employees for their contributions to enhancing CS with the CSR Award. The purpose of this program is to recognize employee contributions that go beyond customer service, including efforts to improve the environment, society and our brand. Many employees have earned this reward.



CS Training

Operations of Each Group Company

Using Customer Feedback to Enhance Our Service

Anritsu Engineering Co., Ltd. supports the development of the Test & Measurement business, and enhancing services based on customer feedback is an essential part of this work. We conduct questionnaires to clarify issues that require close attention and incorporate the results into improving the quality of our technological capabilities, products and services.

In fiscal 2014, we will strive to further raise our technological capabilities while strengthening our ability to recommend optimal services through a collaborative effort between staff in charge of technology and sales staff.



Developing technological capabilities through external activities

■ Providing High-Quality Maintenance Services

Anritsu Industrial Solutions Co., Ltd. has a customer support center that operates 24 hours a day, 365 days a year, to establish a system for enabling customers to contact maintenance engineers at any time.

Full-scale operation of our new IT Maintenance Support System will begin in fiscal 2014. We intend to satisfy customers with high-quality maintenance service and seek to develop and improve our products by gathering, sharing and utilizing customer information.

■ Various Technical Support

Anritsu Networks Co., Ltd. has opened a new customer support center to provide a single point of contact for offering after-sales service for all types of equipment. Support engineers with excellent technical skills work daily to meet the goal of responding within one day to inquiries about the installation, configuration, handling or repair of Anritsu products.

Constantly aware of our contribution to keeping society safe and secure, we conduct business by maintaining the functions and performance of equipment and systems that sustain social infrastructures.



Customer support center at work

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 firmly implement them in order to provide products and services that satisfy customers and society.

• Quality Policy

We work with sincerity, harmony, and enthusiasm to create products that satisfy customers and society.

• Quality Policy Action Guidelines

-Eliminate product defects through dedicated attention to detail

- Take the entire process into consideration by maintaining the policy of “your next process is the customer”
- Proactively suggest improvements

■ Promoting the Quality Management System

Anritsu operates its quality management system in accordance with ISO 9001 international quality management standards for quality assurance, and has obtained certification by external auditing institutions since 1993. We develop a consistent global framework, from product design and development to production, services and maintenance.

Continuous improvements are also being made as we effectively implement the PDCA cycle.



ISO 9001 management system certificates

■ Products and Weighing Control of the Anritsu Group

The measuring instruments we provide are, in effect, “mother tools” for the quality management conducted by our customers. Our products must therefore demonstrate unwavering high quality. As with our measuring instruments, the products that Anritsu Industrial Solutions Co., Ltd. and the Anritsu Group supply are manufactured under stringent quality controls under the ISO 9001 quality management system. To maintain this high standard, appropriate weighing control is essential. For the measuring instruments used by the Anritsu Group, we perform regular inspections and calibration management in compliance with the weighing standard traceable to international and national standards.