

2025 Quality Month

Let's Pursue "Quality First" And "Customer Perspective" And Make It A Year To Accumulate "Trust"

President and CEO
Masahiro Okitsu

November is Quality Month, and is an important opportunity for us to reconfirm "quality." This year, in addition to emphasizing the importance of "customer perspective," I would like to share with you the company-wide quality strategy we are promoting.

Currently, our company-wide quality strategy is focused on two major initiatives. One is to introduce NPS (Net Promoter Score) as one of the indicators to broadly measure the results of quality improvements. The other is to create a system (Quality DX) that enables quality to be improved at an earlier stage by utilizing new technologies such as generative AI.

NPS (Net Promoter Score) quantifies customers' 'trust' and 'attachment' to products and services by asking whether they would recommend our products or services to someone close to them. This will be an important indicator whether our initiatives are accepted by our customers in the way we intend it to be.

This score cannot be improved simply by eliminating quality defects; it is also influenced by the features, functions, performance, and usability that customers seek. Therefore, product planning, development, and evaluation must be carried out with a strong awareness of the customer's perspective. Also, if quality defects occur, "trust" in our products and services will be greatly damaged, and obviously the score will drop significantly.

However, even if we do our best to ensure quality, the possibility of unexpected defects will never become zero. At such times, it is very important to quickly restore customer trust by responding promptly and reliably, primarily through the service department. I believe that will also be an opportunity for us to build a better trustful relationship with our customers.

Ultimately, the quality of the products and services our customers receive is upheld by the sincere efforts of each and every one of us.

"Quality First in Heart and Mind"

Under this quality slogan, let's create products and services in step with the expectations of customers all over the world. Through such initiatives, let's provide values that will make our customers want to recommend our products and services to others, which will eventually lead to further enhancement of the SHARP brand.