

Relationship with our customers

Basic concept

We make efforts to supply the products and services useful for our customers and society under the mind of “We hope to be loved by society and our customers, and let us win their trust” in our general principles.

Kubota’s Customer Communication System

We have a wide range of customers such as sales agencies, manufactures dealing in middle capital goods, government and municipal offices, construction agencies, and so on including final consumers.

Each division of our company prepares its original way to answer these customers’ requests. We have been implementing the “CS investigation” in domestic agricultural machinery sales since fiscal 1999 to answer our customers’ requests.

Results of CS investigation

According to the results of CS investigation regarding the agricultural machinery in Japan, it was cleared that the customers have various kinds of requests to the dealers and the manufacturer. We are going to make efforts to improve our products and services increasingly to meet these requests from now on.

The concrete examples of the activities aiming at satisfying our customers

Regarding domestic agricultural machinery, we have an organization in which the “Service limited express” with the fixing equipments to repair can go to our customers at once,

when they are involved in some troubles in use of farm machinery.

Regarding environmental engineering consolidated division, we have a subsidiary concentrating on the equipment maintenance, and it implements speedy maintenance as well as regular inspection, and makes the fixing list of the equipments.



Moreover, we established the “Service information center” in July 2002, to hear the voice of customers who come to our shops.

And we hold the meeting of special agents of agricultural machinery every year. We also implement a nationwide campaign of a test ride to answer the customers’ impression and opinion through the close relationship activities with them. We reflect them to improve our products and services.



Awareness activities regarding CS

Regarding domestic agricultural machinery sales, we issue the CS cycle posters and “CS management book” as the tools to deepen our employees’ awareness.

Regarding the pipe sales, we issue the “Piping news” regu-

larly to guide and educate the construction agencies, aiming at the reliable construction.

And regarding the housing materials sales, we organize the “Construction materials school” to guide our agencies.

