

# Communication with Customers

## Promoting Customer Satisfaction

We are engaged in business activities to reach the goal; Kubota be grown to a company which is customer-minded, fulfills customer satisfaction and serves for our customers.

### Sincere attention to customer opinions

End-users, dealers, intermediate materials producers, government agencies and construction companies are all our customers.

In the domestic agricultural machinery division, a service information center collects opinions directly from our customers for database, and customers' questions or inquiries are sincerely and timely handled using the database. Every year, meetings with dealers are held in Japan and overseas (held by significant overseas sales companies). Particularly in Japan, trial drive campaigns were offered throughout the country, where opinions and comments were gathered directly from our customers. Such outcome was useful for product and service improvements.



Direct contact program to gather opinions and comments directly from customers.

### CS (customer satisfaction) research

The domestic agricultural machinery division conducts a nationwide customer satisfaction survey regularly. Customers are asked of their satisfaction levels and opinions about our products and the stores where they purchased. In addition,

a product identification card system is used in cooperation with dealers. Dealers can confirm the details of an order based on the related card attached to the product before the order is delivered to the customer.

### Promotion of customer satisfaction

In order to supply safe and good-tasting water, the waterworks division works with the Tokyo Metropolitan Government to develop a special technique; long-distance water pipes are cleaned quickly without removing dirty part of pipes and taking a long time.

The agricultural machinery division has used a maintenance book\* system since July 2004. The system is intended to support our customers in learning completely all functions of a product and using it safe and for years. An agricultural machine comes with a package of the latest form of warranty certificate, an operating manual card and a maintenance book. The maintenance book includes a one free checkup coupon, which allows the machine to be ready for the following year.

An express service program is available, which enables on-site repairs using repair tools and appliances. Also, the availability of repair parts is strengthened in cooperation with dealers. We make constant efforts to enhance service networks working with dealers.

The environmental engineering division installs real-time remote surveillance service at its wastewater treatment facilities. The service is operated over telephone lines, and the same data can be confirmed at the same time as local sites.



Operating manual card

Maintenance book  
\*15PS or bigger engines and combines with 3 or more-row reaping come with a maintenance book (as of March 2005).



# Assuring the Quality and Safety of Products

We believe that our products and services are beneficial to society and that our customers are surprisingly satisfied with both the functions and safety of the products throughout the products' lifecycles.

## Product safety

We try to provide products and services safe and trustworthy for customers and respond to customer needs in a quick and satisfactory manner. The machinery division promotes certain activities in order to strengthen safety level for their products. A product safety committee determines basic policies and safety practical measures. Also, the committee set forth safety standards including guidelines and items required to be warranted in each of product planning, development, manufacturing, sales and service phases.

The Japanese agricultural machinery division created a "safety declaration mark" for catalogs, manuals and posters in order to invite our, our customers' and dealers' attention to products.



## Repair and maintenance service system

The agricultural machinery division holds a total of 676 maintenance facilities (as of the end of January, 2005) in Japan, which are qualified by the Ministry of Agriculture, Forestry and Fisheries of Japan. The facilities are intended to support farmer customers in engaging in agriculture efficiently and provide them with maintenance and support services. We believe that our customers feel easy and free to use our services.

In the environmental engineering division, maintenance subsidiaries provide quick and appropriate services to their customers based on the related customer cards in addition to regular checkups.



Service center of Niigata Kubota Corporation

## Complaint response

Service information centers in Japan and sales overseas subsidiaries deal with customers' complaints or inquiries in cooperation with the related departments such as the quality assurance department. We try to collect accurate information of customers' complaints or inquiries immediately and react to them in a sincere and timely way.

## Information service

Information on the quality and safety of our products and services are provided by our dealers, product labels and manuals, telephone answering service conducted by service information centers, and our website. We try to make a timely disclosure of necessary information.

## Recall policy

Required countermeasures are implemented soon in the following way in case it is determined that defects in our products should be dealt with:

- Reporting to the related governmental offices according to laws and procedures
- Announcement to our customers via newspapers and direct mails and at shops
- Disclosure on our website  
( Japan: <http://www.kubota.co.jp/>  
U.S.A.: <http://www.kubota.com>
- Recall of defective products and free repairs

Recalls are reported to all related departments including management and the product quality department. We think it important to disclose the related information on our website.