



# With Our Customers

**Good!**

## Performance — Workplace CSR Activities

### To Raise Global Customer Satisfaction Levels in After Sales Market, Including Repairs

We also provide high quality services based on the appropriate technology and knowledge in the automobile aftermarket and promote diverse activities around the globe to increase customer satisfaction.

So that they acquire the correct technology and knowledge, we focus on technical knowledge education for sales staff in Japan and overseas and training for technical sales staff overseas. In addition, we promote market research activities that include maintaining and expanding existing needs, exploring and fulfilling new needs, and collecting and providing technical information and new car and model information. Furthermore, we work on initiatives to further increase customer satisfaction by offering tailored assistance such as holding lectures on technology for customers in Japan and overseas, responses to customer inquiries and complaints to our website, and technical support for customers' racing activities as sales promotion activities.



Responding to a defect on a customer's site (Thailand)



Providing support at a repair shop (India)



Providing support at an automobile components store (India)

#### Voice of a Member of our Service Staff

### We listen to the opinions of customers and are always conscious of improvement

In the Aftermarket Technical Service Department, we aim to raise customers' levels of satisfaction and understanding related to products and services.

As an example, we provide support for holding technical lectures. We constantly strive for improvement by conducting a survey on levels of satisfaction with the content of the lecture for each lecture and reflecting the results of the surveys into the content of lectures to enable greater customer satisfaction levels.

#### Daisuke Goto

Aftermarket Technical Service Dept.  
Sales & Marketing Div.





## ■ Making People Raising the Quality of Our Manufacturing

We are working to develop our personnel “assets” as “making things is making people.” We have established training programs that include quality control, management engineering techniques, QC circle activities, quality management systems, and measurement control and offer practical guidance and support for the application of knowledge learned. We raise awareness of quality and provide motivation through quality expos and lectures, including training for new recruits.



Training for new recruits

**Yuji Kimura**  
Corporate Quality  
Control Dept.

**Voice of Our  
Training Leader**

### Participatory Training Held for Recruits to Think for Themselves

In training for new recruits, we run participatory training that facilitates learning through experience in order to achieve a high degree of understanding. We have realized the effectiveness of participatory training with a lot of feedback stating that having a go at doing things makes it really easy to understand. In the future, we want to contribute to raising employee awareness of quality and the quality of products and work through a range of innovative training.

My  
**CSR**  
Item

**A text that explains  
basic knowledge  
on quality**



## ■ Serving as Company Chairing the QC Circle Tokai Regional Chapter (Outside Organization)

**Voice of the Executive Office,  
QC Circle, Tokai Regional Chapter**

### Applying the Valuable Experience to NQC Activities

In my duties for the Executive Office of the Tokai Regional Chapter, I worked with people from executive offices in other areas to organize regional chapter events and endeavored to popularize and expand QC Circle activities. Through these duties, I was able to acquire know how on organizing regional chapter presentation meetings and ways to promote and run QC Circle activities. I will apply these experiences to continue contributing to invigorating NQC activities.

The Union of Japanese Scientists and Engineers has established nine chapters around Japan for QC Circle activities. NGK SPARK PLUG served as the company chairing the Tokai Regional Chapter composed of the Aichi, Gifu, Mie, and Shizuoka area for one year in fiscal 2014. Under the slogan for the fiscal year, which was “Activating the workplace with rewarding and exciting activities,” we and the 63 member companies put together policies and events and worked on popularizing and expanding them.

**Takahiro Abe**  
Corporate Quality  
Control Dept.

My  
**CSR**  
Item

**Knowledge and know how  
learned from outside  
organization activities**

