



— Initiatives with Our Customers

The Nippon Kayaku Group recognizes that developing a quality system and being mindful of quality improve as well as service safety and reliability are paramount to improving customer satisfaction and to providing the best possible solutions to its customers around the world.

Revamped the Agrochemicals Website to Make it Easier to Use and More Accessible

The Agrochemicals Business revamped its website, making it smartphone compatible, given the rising use of smartphones, in an effort to make the website—and as an extension of our products—easier to use and more accessible to customers.

The site now features mainly the following three new features,

1. Smartphone compatibility
2. Search engine by crop and insect pest name
3. Q&A section



Given its close connection to agriculture, the Agrochemicals Business decided to release the website updates on February 19, 2016, which represents the rainwater solar term in the 24 divisions of the solar year. This rainwater solar term represents the time of the year when snow turns to rain and when ice on the ground melts, and as a result, for countless generations this date has marked the time for farmers to prepare for the coming season. This update represents an ideal opportunity to create a closer relationship with customers and our hope that we can make our products easier to understand and accessible to all customers.

[Link to the Agrochemicals Business website](#) ■

Medical Information Service Center and Securing Customer Trust

The Medical Information Service Center receives toll free calls from patients and medical professionals with various questions relating to our pharmaceuticals and medical devices, such as anti-cancer drugs, treatments for autoimmune diseases and intravascular embolic materials. Staff at the Medical Information Service Center carefully and accurately respond to each inquiry to ensure that all of the products supplied by Nippon Kayaku are of the highest possible quality. We also conduct surveys to check whether our response meets the expectations of the customer as part of our continual improvement initiatives. Additionally, staff work with medical representatives (MRs) that visit medical facilities to ensure they can provide information that is beneficial to patients, while customer requests and opinions are proposed and reported to each relevant department in charge within the company. The Medical Information Service Center is committed to improving medical care under the slogan "provide proper usage information and improve customer satisfaction in all situations."



Medical Information Service Center

Quality Management Policy

The Nippon Kayaku Group has continually worked to maintain and improve the quality of its products as part of its efforts to realize the KAYAKU spirit. Our fundamental policy can be found within [the Declaration on Health, Safety, Environmental Protection and Quality](#).

Our business activities are carried out under a quality assurance management system. This ensures we strive to continually improve our quality management technologies as well as work to reduce customer complaints and quality process mishaps, while also preventing recurrences. Our goal is to maintain positive communication with customers and further improve customer satisfaction through product quality.

