

Customer Relations

HitachiSoft is always trying to offer products and services that please our customers and win their trust.

Promoting Customer Satisfaction

Customer Questionnaires

Every year HitachiSoft conducts surveys to get in touch with our customers and solve issues. In FY2008, we heard from 329 companies (363 people) utilizing our system architecture and packages. We work hard to reflect those opinions and suggestions in our business endeavors and to provide our customers with satisfactory products and services.

Fielding Inquiries through @Sales24

We have established @Sales24 as the point of contact for customer inquiries regarding products and services. We accept inquiries and comments by telephone and on our website. The number of inquiries increases yearly, and in FY2008 we received 9,644. We make every effort to respond to questions as quickly as possible.



Customer Appreciation Event

Once a year, we hold an event to explain HitachiSoft business policies to our loyal customers and to foster closer relations with clients in order to pave the way for continued support. A special guest speaker is warmly received at each event, and in 2008 we welcomed sports producer, Yuko Mitsuya.



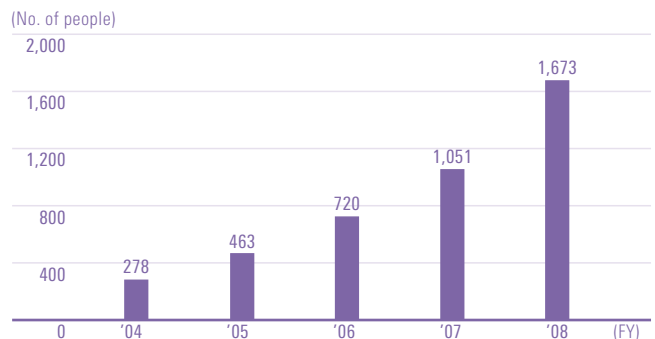
The Chairmen of the Board, Mr. Muneoka, greets the guests

Seminars

HitachiSoft holds seminars in the showroom on the 3rd floor of the head office and other locations so that people can gain further understanding of our products and services. The number of guests attending the seminars is growing yearly, and in FY2008, 1,673* people attended the 116 seminars held that year. HitachiSoft wants to play as useful a role in its customer's business as possible.

* Does not include exhibition seminars and seminars held for newspapers/magazines.

Number of Seminar Attendees



Exhibitions

Exhibitions provide a PR opportunity for products and services, and at the same time offer HitachiSoft a chance to hear directly from its customers. We take into consideration feedback from customers in our product development. We also periodically send product information to customers who fill out an exhibition questionnaire and indicate a desire to hear about information on products and seminars.

Establishing a Showroom

A showroom has been established on the 1st floor of the head office as a place to introduce HitachiSoft management principles, products, and services. It includes a CSR section that introduces HitachiSoft's environmentally friendly software, EcoSoft, and HitachiSoft systems that support social infrastructure. Each year we welcome more visitors to the showroom, including students from nearby schools who stop by as a part of their social studies work.



The Showroom was renovated and reopened in May 2009