

All for Customer

Our desire to serve customers links us together.

All employees linking together freely to create values to please our customers in our powerful global deployment, this is the concept behind our value network. We will contribute to world's future through Murata's value network.

Products, people and information – our network freely links them all throughout the world

Say, the customer's development site is in Europe, an order is made from the purchase center in Singapore, and products will be shipped to a plant in China. Murata caters to this customer through sales force, production site and staff at various locations around the world. This is now a common situation. Overseas markets occupy 85% of Murata's net sales signifying our change in our relationship with customers from "catering overseas from Japan" to a "complex interfacing of global sites and functions." We need to centralize information in order to administer a global supply chain. We base IT system development on the idea of having the right person at the right place, by sharing human resources beyond countries and regions, and hosting the Global IT Meeting to coordinate opinions. We value an environment where networks are formed naturally whenever and wherever necessary, trusting and entrusting tasks with each other and thinking from other people's viewpoints without being bound by one's common sense.



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Sharing customer feedback in-house to make proposals with width and depth

The term "marketing" can mean many things. Our interpretation of marketing is an "effort to figure out what's valuable for our customers." Sensor Products Dept. has introduced FAE (Field Application Engineering) system where our market representatives develop their specialty in creating an environment to proffer values to our customer. We must determine market trends, how our customers deploy their businesses, and what Murata can do to help. To this end, we fully take advantage of technological exchange meetings we hold for our customers as well as presentation opportunities. Our key aim is to share customers' visions for business deployment while helping our customers develop understanding of what Murata's sensors can realize, rather than just soliciting product specifications. Examples of this aim include producing a demonstration unit in-house to visualize features in presentation, or working together with a module department when stand-alone elements do not derive a solution. By sharing positive or negative customer feedback with other departments horizontally, we can broaden the horizon of our proposals.



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