

Data 01

For Our Customers

Providing truly great clothing to all our customers

Our Basic Principle

The FAST RETAILING Group's corporate philosophy is to approach issues from the customer perspective. We take this into account in all of our sales-related activities, naturally including our products, sales floors, services and communications, and in management strategies from structuring management to business planning.

119,213 cases of customer feedback

Toward effectively utilizing customer feedback

The FAST RETAILING Group maintains a Customer Center that responds to inquiries by e-mail, phone and fax all year round. Our UNIQLO stores also distribute questionnaires on service to directly gather customer feedback.

A system is in place through which the Customer Satisfaction Department compiles these comments and promptly reports to relevant divisions and management as well as to customers when required.



FAST RETAILING Call Center

709 recipients of CS Staff Awards

Initiatives for enhancing customer service

UNIQLO carries out numerous projects to improve customer service and satisfaction. Positive customer feedback related to our stores and employees is converted into points. Every month, on the basis of this point system, stores and staff are given CS Store Awards and CS Staff Awards for providing outstanding service. In 2009, 709 employees and 397 stores were given the awards. We expect employees who have received the awards to continue excelling and acting as role models for others working on projects that will drive customer satisfaction forward.

Thoroughly controlling quality and safety right up to delivery to the customer

UNIQLO has selected the most stringent of existing safety standards in countries and regions where we conduct business, including the United States and the European Union, and incorporated them into the UNIQLO Global Quality and Safety Standards. Quality and safety control staff within the Production Department at the headquarters and Shanghai Office take the lead in a collaborative effort with partner factories in confirming compliance for all UNIQLO products. Information gathered in this process is shared with related departments, and the Customer Care for Product Quality Department handles responses to customer inquiries. UNIQLO also distributes a monthly

safety report across the entire company for training staff engaged in the planning, design and production of products and for improving product quality.

Ensuring safety through multiple quality inspections by third parties

Every material used by UNIQLO is subject to safety inspections by public, third-party inspection bodies and include sampling tests for dye fastness*1 and residual formalin*2. UNIQLO also runs pre-production inspections at the stage of mass production and conducts a pre-shipment examination (checking for needles, dangerous objects, etc.) of all products before they leave the factories. Moreover, pre-shipment audits are conducted in collaboration with third-party inspection bodies to confirm inspections are being faithfully carried out at partner factories. Products are subject to partial inspection after delivery to warehouses as well as sampling inspection by a third party.

*1 Dye fastness test: Durability test specifically for dyed products
*2 Formalin (formaldehyde) test: Formaldehyde is used as an anti-shrink, anti-crease softener in the processing of natural fibers. It has been specifically linked with incidents of rashes and skin allergies for those with delicate skin.

31 takumi

The takumi system ensures top quality and safety

From 2000, UNIQLO has been sending takumi (artisans with extensive experience in the world-leading Japanese textile industry) to factories to provide technical guidance, process management and personnel development at production sites. Currently, 31 takumi, engaged in the areas of either materials or sewing, play important roles in China and other production locations.

1 case of voluntary product recall

Voluntary product recall

We conducted a voluntary product recall of defective women's boots sold at shoe retailers operated by GOV RETAILING CO., LTD., and enraciné, a women's fashion store operated by CABIN CO., LTD., to which GOV RETAILING distributes. Metal clasps used in the production process to hold the boot soles in place were not removed at the factory and thus remained on the innersole. From among 8,383 pairs, we found 5 of these defective after investigating in-store and warehouse inventories. Of the recalled boots, 4,812 pairs had been sold.

We determined that the problem leading to the recall was miscommunication between our partner factory and us. We will further improve communication with our partners and work together on establishing a quality control system of the highest standard to prevent recurrence of such a problem. Moreover, we will implement a more stringent quality management system throughout all our Group companies.

