

# THE POWER REPORT

*Special Power Report on Toshiba*

## Toshiba Ties for No. 2 Ranking in Copier Customer Satisfaction Study—Brand excels in service satisfaction

This year, Toshiba ties for the No. 2 ranking in the J.D. Power and Associates Copier Customer Satisfaction Study<sup>SM</sup>—an assessment of the 15 major brands of copiers and multifunction devices in the U.S. market. Brands were evaluated by business and technology decision makers on three aspects of the customer experience: product, which accounts for 49% of the overall ranking; sales, which comprises 38%; and service, which occupies the remaining 13%. With an ownership index score of 759 on a 1,000-point scale, Toshiba now sits only two index points away from the industry leader.

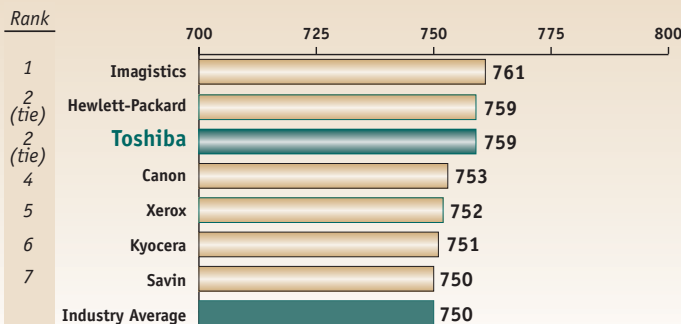
**Nearly 30% of first-time Toshiba copier buyers indicated that they “definitely will repurchase” another Toshiba.**



### Toshiba Delivers

More than one-quarter (28%) of Toshiba customers did not consider another brand when shopping for their copier. For Toshiba owners, the factors that were most influential in the purchase decision include: reliability, copy/print quality and speed, operating cost, automatic feeder for originals, acquisition cost, document finishing, and network connectivity. In addition, nearly 30% of first-time Toshiba copier buyers indicated that they “definitely will repurchase” another Toshiba. ■ ■

### Copier Customer Satisfaction Index Ranking



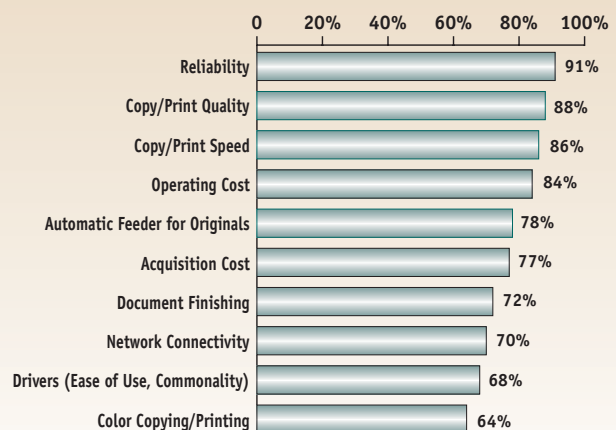
Source: J.D. Power and Associates 2004 Copier Customer Satisfaction Study<sup>SM</sup>

### High Scores on Service

Toshiba scores among the top four manufacturers on all three measures—product, sales, and service—and ranks second overall on the service factor. The service factor measures the company’s ability to provide service in a reasonable time, adequately explain the work performed, and understand customer needs as well as customer satisfaction with parts availability, service cost, the technician’s honesty, and the quality of work performed.

**Toshiba scores among the top four manufacturers on all three measures—product, sales, and service.**

### Top 10 Features Influencing Toshiba Purchase Decision Percent Extremely/Very Important



Source: J.D. Power and Associates 2004 Copier Customer Satisfaction Study<sup>SM</sup>

**About the Study:** The 2004 Copier Customer Satisfaction Study is based on a nationally representative sample of nearly 3,000 decision-makers in a variety of industries who responded to a 64-question survey.