



KONICA MINOLTA

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FOR IMMEDIATE RELEASE

Konica Minolta Healthcare Leads in Customer Satisfaction

Earns MD Buyline #1 Ranking

Wayne, NJ, Oct. 06, 2016 – Konica Minolta Healthcare announced today that its continued focus on providing an exceptional customer experience has resulted in the highest level of customer satisfaction for its Digital Radiography (DR) products and services. This superior level of customer service has again been validated by MD Buyline awarding Konica Minolta the No. 1 overall DR User Satisfaction rating in 3Q 2016.

MD Buyline is the leading strategic sourcing provider serving hospitals and vendors and uses evidence-based research and consulting services to advise hospitals on critical purchasing decisions.

“The priority of the customer experience is interwoven into our company culture and the MD Buyline top ranking clearly supports that,” says Kevin Chlopecki, Vice President of Service Operations at Konica Minolta Healthcare Americas, Inc. “It doesn’t start with service; it begins with our professional sales force that takes a consultative approach to managing the customer’s needs. It’s that total customer experience—from R&D to sales to implementation to service—that has kept us top ranked in CR for so long and has led to our swift rise in DR.”

“The No. 1 designation reflects Konica Minolta’s holistic view to providing customer service that goes ‘beyond the equipment’ and we are particularly proud of this recognition as we support National Customer Service Week,” he added.

The MD Buyline value analysis process evaluated top user satisfaction composite ratings. In addition to the highest composite score of 9.5, Konica Minolta earned the highest category score for System Performance (9.8), Installation/Implementation (9.4), Applications Training (9.4), Service Response Time (9.4) and Service Repair Quality (9.4). The scoring is on a 10 point scale.

“The AeroDR family of flat panel detectors is receiving a warm welcome across multiple types of imaging scenarios, ranging from large hospital systems to urgent care clinics and independent imaging centers,” according to the MD Buyline analysis. MD Buyline also recognized the AeroDR portfolio for its competitive pricing and noted buyers’ positive feedback on the Blue Moon service offerings for detector and interface coverage.

Konica Minolta’s Customer Care Center embraces a culture where everyone takes ownership. “We make it personal,” Chlopecki says. “Our Customer Care Center employees provide customers with their personal telephone extensions and email addresses where they can be reached. Konica Minolta can differentiate our service from others in the industry; it’s more than just being proactive,” said Chlopecki. “We want to address events in real time and that’s a key differentiator for Konica Minolta. We are constantly looking for ways to make our customers’ lives easier. It may seem rudimentary, but that is embedded in our culture, our employees, and our partners.”

About Konica Minolta Healthcare Americas, Inc.

Konica Minolta Healthcare Americas, Inc. is a world-class provider and market leader in medical diagnostic imaging and healthcare information technology. With over 75 years of endless innovation, Konica Minolta is globally recognized as a leader providing cutting-edge technologies and comprehensive support aimed at providing real solutions to meet customer's needs. Konica Minolta Healthcare Americas, Inc., headquartered in Wayne, NJ, is a unit of Konica Minolta, Inc. (TSE: 4902). For more information on Konica Minolta Healthcare Americas, Inc., please visit www.konicaminolta.com/medicalusa.

Company name	KONICA MINOLTA, INC.
Headquarters	JP TOWER, 2-7-2 Marunouchi, Chiyoda-ku, Tokyo, Japan
Founded	December 1936
FY 2015 Revenue	\$8.6 Billion
Number of employees	Approx. 41,600 (2015)
Business Lines	The Konica Minolta Group operates in sectors ranging from business technologies, where our products are typified by MFPs (multi-functional peripherals), and Industrial Business (former Optics Business), where our products include pickup lenses for optical disks, and TAC film, a key material used in LCD panels, to healthcare, where we make digital X-ray diagnostic imaging systems.