

Relationship with Customers



Learning from customer comments

By achieving a level of service that only JR East can provide, we aim to meet the expectations of both local communities and our service users, thereby alleviating grievances and meeting future needs. To attain this goal, we understand that it is critically important for us to constantly pay attention to customer comments, to learn, for example, exactly what JR customers are interested in or what annoys them, and thus steadily make improvements.

We gather customer comments on a daily basis through a wide-ranging system that includes collection by front line employees, via the Internet and from customer help desks. We are implementing a company-wide initiative to develop a system capable of identifying relevant comments and sharing them with the appropriate departments that can then initiate moves that will lead to improvements in all aspects of our services. We gratefully accept customer comments and act from a customer viewpoint. We believe the origin of customer satisfaction is in each and every customer comment.

Customer Service Department Role

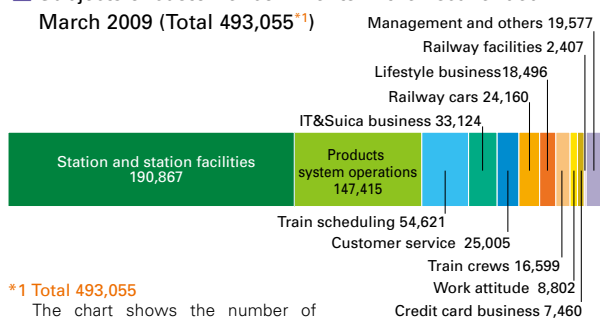
To meet customer expectations it is vital for us to achieve customer satisfaction improvements through teamwork that goes beyond individual stations, branch offices, the Head Office and departments. With this in mind, in October 2000 JR East established its Customer Service Committee to discuss related issues in a cross-organizational manner. In order to improve our ability to make more strategic and speedier responses, in July 2005 we established a Customer Service Department. In this way we are building a framework that will facilitate active inter-departmental cooperation, collect and manage customer comments, and horizontally develop them internally.

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New Green Information System

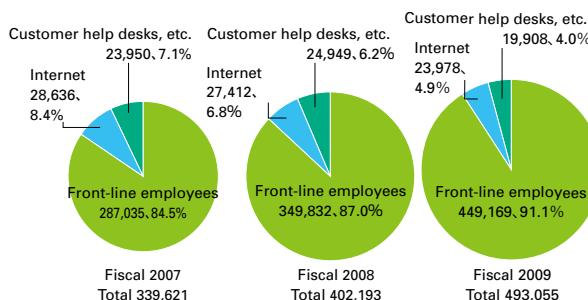
In order to more efficiently share and use customer feedback, JR East has constructed a new internal database named the New Green Information System. Comments collected by front line employees and from customer help desks in major stations as well as via the Internet are entered into this database, and the valuable information thus gathered is available at all times to employees at Head Office, branch offices and front line workplaces to help them implement service improvements.

Subjects of customer comments in the fiscal ended



^{*1} Total 493,055
The chart shows the number of comments on each subject. Some customers commented on more than one subject (grand total 548,533).

Trends in the number of customer comments by channel



Customer Satisfaction Surveys

We conduct annual customer satisfaction surveys in order to garner a comprehensive understanding of user evaluation of our services that could not be adequately determined from customer feedback alone, and we quantitatively measure levels of customer satisfaction. We make full use of the results of these surveys in the measures we take.

Teamwork

In order to guarantee customer satisfaction, we have designated service promoters operating at many front line workplaces. Furthermore, with a clear awareness that all efforts eventually lead to improved customer satisfaction, we hold regular customer service training sessions and symposiums that involve all Group employees, from top management to front line employees. We are continually working to create a corporate culture where each employee aims to enhance customer satisfaction, by targeting not only front line employees, but also those in sections that do not have direct contact with customers.

Implementing customer comments

To enable customers to feel glad to use JR East and encourage them to use it again, we are working on an improvement of our level of customer satisfaction by carrying out improvements based on customer comments from a user perspective. These initiatives include provision of basic railway transportation functions such as customer service, sales and marketing, train schedules and transport information, and improved infrastructure including barrier-free facilities and comfortable and clean toilet facilities.

Transport Services Improvements

We are continuously striving to reduce rush-hour congestion on major Tokyo metropolitan area lines. During the fiscal year ended March 2009, for example, the average level of in-train congestion during morning commuting hours declined by 55 percentage points to 183% compared to the fiscal year ended March 1988. This improvement was a result of our many efforts, including such actions as increasing the number of trains in operation, adding more cars to trains, introducing wider-bodied cars such as the E231 and E233 series, introducing through operations between the Saikyo and Rinkai Lines, and opening the Shonan Shinjuku Line.

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More Comfortable On-board Air Conditioning

JR East is working on railcar air conditioning (cooling and heating) to make railway travel more comfortable. On new railcars (E231 and E233 series) fully-automatic air-conditioners are installed. On other cars, continuous efforts are being made to provide the most comfortable environments possible by having conductors carry out frequent temperature checks, thermostat changes and other detailed responses, as well as by taking other actions appropriate for the different conditions on individual railway lines.

Women-only Cars

In order to enhance the comfort and sense of safety for both our female and male passengers, we introduced “Women-only” cars during late night operations. This system started in July 2001 on the Saikyo Line, and in April 2005 it was expanded to include the morning rush hours. In September 2005, such cars were introduced during morning rush hours on the Chuo Rapid Line, followed in May 2006 by the Joban Local Line that becomes the Tokyo Metro Chiyoda Line in central Tokyo, and on the Sobu Local Line in November 2006.

Total Smoking Ban on Tokyo Metropolitan Area Stations and Trains

In the past, JR East worked to separate smoking and no-smoking areas, but, in line with customer comments asking us to prevent passive smoking and an increased no-smoking trend in society in general, in April 2009 we removed smoking areas from platforms in major Tokyo metropolitan area stations and initiated a policy of smoke-free station interiors. Smoking had already been banned on all JR East’s Shinkansen and limited express trains from March 2007.



Complete smoking ban in Tokyo metropolitan area stations

Placement of Automated External Defibrillators (AEDs)

AEDs are medical electroshock devices for the treatment of ventricular fibrillation caused by cardiac arrest. The devices have been widely used in the United States and Europe since around 2000. JR East has been working on placing AEDs near ticket gates at stations with many customers, and as of the end of March 2009, 284 stations (435 AEDs) have been equipped with them. The placement of AEDs in Shinkansen trains has been in progress since February 2009, and as of June 2009, 131 had been installed.

General Information Desks

We are shifting the focus of staffed ticket gates from the verification and settlement of tickets and fares to desks that provide information, and are continuing to install general information desks where customers can get comprehensive guidance and information.

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Service Managers

JR East is increasing the number of service managers who make rounds of stations and are in position to assist elderly customers and those not used to traveling. These service managers provide relevant and timely information and guidance and other fine-tuned services in times of emergency as well as during regular operations. As of April 1, 2009, service managers are located at 44 stations.

Enhancement Information Provision

To provide prompt and accurate information during transport disruptions, we are installing transport disruption information displays in 130 stations, to be completed by March 2010, in addition to our current information provision via train monitors, the Internet and mobile phones.



Information display during transport disruptions

Making safe and pleasant stations and trains

Barrier-free and Hospitable Stations

JR East has been working with local governments and other entities to install elevators at approximately 490 stations in accordance with the Barrier-Free Transportation Law. As of the end of March 2009, we had completed installations in 320 stations. We have also encouraged our employees to qualify for Service Assistance certification, with the aim of instilling in them a spirit of hospitality. As of the end of March 2009, approximately 4,000 employees had received level two certification.



Elevators



Escalators

Barrier-free Railcars

Starting in December 2006, the new universal design E233 series railcars have been introduced on the Chuo Rapid, Ome and Itsukaichi Lines. We also began their introduction on the Keihin Tohoku Line in December 2007. These modern railcars reflect customer requests provided through questionnaires and on-board surveys. To improve accessibility for persons with vision impairments, in the fiscal year ended March 2006 we installed Braille maps and stickers indicating the passenger's current location and the locations of various facilities on all Shinkansen trains. On conventional lines we also are placing Braille stickers identifying car numbers and door locations.

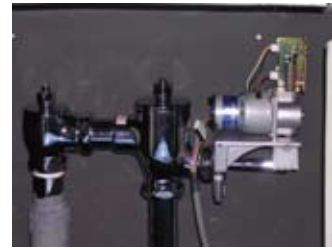
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Improvements in Station Toilets

In order to dispel the image of station toilets as dark, dirty, and malodorous and to enable customers to be able to use them comfortably, since its establishment JR East has constantly upgraded its toilet facilities. Measures taken include a change to western-style toilets, improved ventilation and the use of larger floor tiles. Furthermore, to reduce the amount of water used, we are introducing water flow controllers that automatically distinguish the use and provide the optimum amount of water as well as washbasins equipped with automatic faucets. During this fiscal year ending March 2010, we will renovate the toilets in approximately 90 more stations and thereby increase customer comfort and satisfaction.



Toilets in the Sobu Line underground concourse at Tokyo Station



Water flow controllers have been introduced

Prevention of Accidental Trapping of Baby Strollers in Doors

To prevent baby strollers being accidentally caught in doors, JR East has been working on improvements to railcar door sensor capabilities that will enable them to detect baby strollers. We have carried out three campaigns in conjunction with other railway companies, baby stroller manufacturers, and local governments that urged customers with baby strollers to be careful and asked for the consideration of other customers.

Increased Escalator Safety

To prevent injuries to customers when they use escalators, we are carrying out safety enhancements including such measures as stopping sandals getting caught, preventing falls during emergency stops, and preventing steps from descending when escalators stop. Furthermore, JR East is emphasizing its call for improved safety by directly addressing customers with, for example, stickers asking them not to walk while using escalators and encouraging them to hold on to the handrails.



“Let’s hold on to the handrail” campaign

From the Service Front Line – Utilization of Customer Comments

Customer Guidance for Occasions When Shinkansen, Limited Express, and Express Trains Are Delayed More Than Two Hours

When Shinkansen, limited express, and express trains arrive more than two hours later than their scheduled arrival times, passengers are due refunds; however, we still receive inquiries asking if passengers can get refunds in particular cases, or comments from passengers who did not know they were entitled to refunds. In order to clarify this matter, we are using posters and onboard announcements to inform passengers about the rules regarding ticket refunds.



「きっぷ払いもどし」のご案内

**新幹線・特急・急行列車が、到着時刻より
2時間以上遅れた場合は、
特急・急行料金を払いもどしいたします**

払いもどしの対象となる主なきっぷのタイプ

特急券

特急券の場合は、きっぷの券面に記載されている特急料金を「もどし」してください。



自由席特急券

自由席特急券の場合は、この乗車になつた列車を別列車にお申し出ください。



モバイルSuica特急券

モバイルSuica特急券の場合は、アプリ画面から払いもどしの操作をおこなってください。



ご注意ください

■きっぷの保管について
特急・急行料金の払いもどしを受けるときは、特急・急行料金の記載されたきっぷが必要となります。払いもどしを受けるときは、お客様自身で保管してくださいませようお願いします。
※特急回数券等一部のチケットについては、特急料金の記載のないものもあります。この場合は、チケット窓口までお問い合わせください。

■自動改札機設置駅での出場について
ご乗車いただいた特急・急行列車が2時間以上遅れ、きっぷの払いもどしを受けるときは、**お手持ちのきっぷを自動改札機に投入せず、必ず係員のいる通路をご利用ください。**

2時間以上遅れた場合の自動改札機設置駅での出場



自動改札機に投入しないでください



係員のいる通路をお選びください

●モバイルSuica特急券をご利用のお客さまへ
ご乗車いただいた新幹線が2時間以上遅れた場合でも、**遠征どおりモバイルSuicaを自動改札機に必ずタッチしてご利用ください。**

モバイルSuica特急券をご利用の場合の出場



自動改札機をお選びください

—Relationship with Customers—

Day-to-day customer support

JR East's Life-style Business

JR East operates a broad range of life-style businesses and provides services to support the everyday lives of our customers as well as in their various lifestyles and life stages. These services include retail stores within station buildings, hotels, office buildings and fitness clubs that benefit from their locations near stations, advertising in stations and on trains, childcare support in areas adjoining railway lines, and housing.



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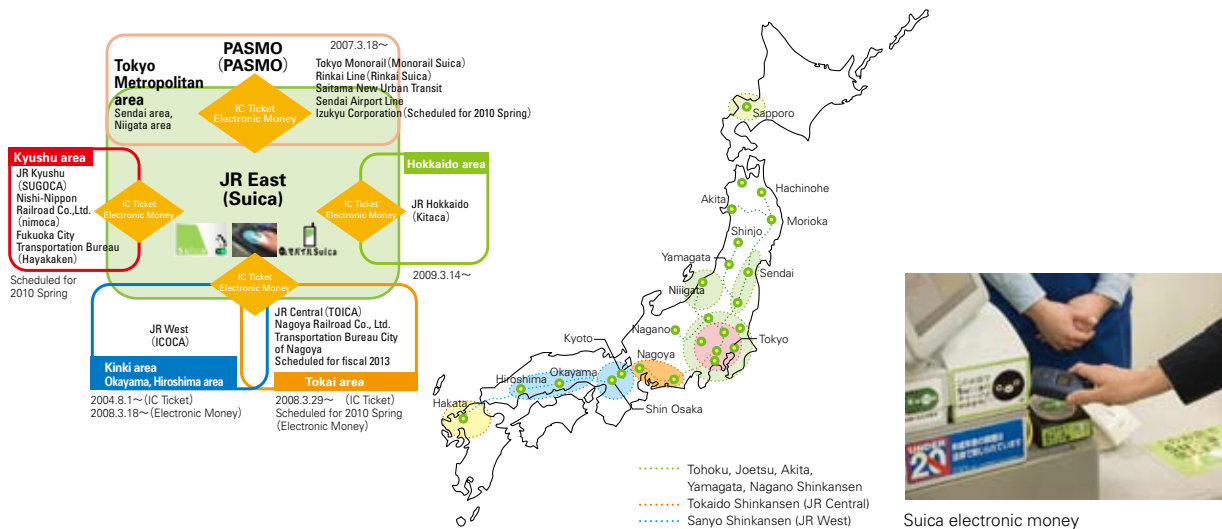
Suica improves customer convenience

Ticketing — Expansion of Interchangeable Usage

Suica has gained favor with many customers because of its convenience, and the number of cardholders exceeded 29 million as of the end of June 2009. Recently, Suica usage has expanded in several ways. In addition to its use on our lines in the Tokyo metropolitan, Sendai and Niigata areas, Suica is interchangeable with the PASMO card. Almost all train and bus services throughout the Tokyo metropolitan area can now be used with just a Suica card. Interchangeable use has been expanded to include JR West's ICOCA and JR Central's TOICA, and in March interchangeable use with JR Hokkaido's Kitaca began. Further expansion will make Suica interchangeable with JR Kyushu's SUGOCA in spring 2010, allowing Suica to be used in all major metropolitan areas in Japan.

Electronic Money

In addition to being convenient to pay fares, Suica is becoming increasingly useful as e-money. It is accepted at many stores in or near railway stations, and now can be used at FamilyMart, Lawson, Matsuya and Aeon stores and at other outlets outside stations. As in the railway business, Suica usage is expanding through the introduction of interchangeability with cards from other companies. In addition to PASMO, ICOCA, and Kitaca, joint arrangements with SUGOCA and TOICA will commence in spring 2010. As of the end of June 2009, Suica was being accepted by 65,360 outlets, and was recording an average of 1.65 million transactions per day.



Responding to Diverse Needs

Along with the increase of usage area, Suica functions are also being expanded. Available functions now include Mobile Suica, which allows passengers to purchase JR East Shinkansen reserved tickets and board trains without paper tickets, and View Card, a Suica and credit card combination in cooperation with airlines and financial institutions. JR East will continue to develop Suica as an easy to use and convenient IC card.



Mobile Suica



View Suica Card