

Ongoing Efforts



1 Heightening customer satisfaction even further

01 We will improve the reliability of transportation

We will reduce ground equipment failure risk by laying more laborsaving railway tracks, simplifying and integrating signals and electrical equipment, and undertaking work to renew Shinkansen equipment. Through these efforts, for the average over the three-year period from fiscal 2009 to fiscal 2011, we aim to reduce the total duration of delays caused by ground equipment failure in the greater Tokyo area by 50% compared to fiscal 2006 (the year before these measures began).

We will introduce E233 series railcars incorporating backup systems to the Keihin Tohoku Line and the Joban Line while strengthening restoration systems used in the event of a failure. Further, we will introduce systems to ensure that in the event of a railcar failure railway traffic controllers immediately grasp the cause of the failure and respond accordingly in the greater Tokyo area. Through those initiatives, we aim to reduce railcar failures in the greater Tokyo area in fiscal 2011 to two thirds of the incidents in fiscal 2006.

In order to curb the effect of transportation disruptions, we will increase the provision of facilities that enable train services to return from alternative railway stations. Also, in order to provide customers with accurate guidance, we will increase the number of information displays in railway stations in the greater Tokyo area and expand and improve systems for rapidly communicating expected times of service resumption and alternative means of transportation.

02 We will create railway stations that customers can use comfortably and without anxiety

We will enable customers to use railways more comfortably and conveniently by providing and improving more barrier-free facilities, waiting rooms, benches, and platform roofs.

We will increase guidance available to customers by shifting from an emphasis on the role of ticket gate areas as places for "checking and settling ticket fares" to an emphasis on them as "information and guidance counters" and by increasing the number of *service managers*.

Aiming to enable customers to use railways stations with peace of mind, we will newly introduce facilities that allow customers that have a problem or feel anxious to contact at any time station staff or other personnel who will immediately come to their assistance.

For customers from overseas, we will provide guidance signs in four languages (Japanese, English, Chinese, Korean). Further, we will develop terminals providing information on connections, which customers can use to search weather conditions or tourist information for their destinations.

03 We will enable customers to buy tickets without waiting

We aim to realize railway stations' ticket counter that enable customers to buy tickets without waiting. We will expand and improve *eki-net* Internet reservation service and *Mobile Suica* service while increasing the installation and functions of automated reserved-seat ticket vending machines in railway stations.

In our *eki-net* Internet reservation service, we will add a function that enables customers to reserve seats according to their preference. Further, we will extend discount services to conventional line limited express services.

We will add auto-charge functions to *Mobile Suica* service. Further, we will begin a service that rewards customers according to their usage of *Mobile Suica* commuter passes or *Mobile Suica* limited express tickets.

