

# Service Improvement

Placing “customers first” is one of the central pillars of management’s philosophy, and JR East makes every effort to provide a comfortable and convenient service. We always endeavor to provide services and goods that meet the needs of customers by collecting a wide variety of customer opinions and comments through “site front-line employees” and the “Customer Help Desk” or the Internet. In addition, we provide services that allow customers to make reservations for both domestic and foreign tours by making aggressive use of IT (Information technology). Shinkansen tickets can also be reserved by cellular phone.

## Improvements to services based on customer feedback

In order to improve services, we are inviting customer feedback through Site front-line employees, the “Customer Help Desk” and the Company’s website. We registered 86,177 opinions or comments provided by customers in fiscal 2001, an almost three-fold increase over the previous year when 29,948 were registered. JR East is committed to making improvements to services that reflect opinions gathered from customers.

### “Customer Help Desk” and website

We have set up a “Customer Help Desk” as a contact window that allows customers to relay their opinions and requests back to the Company (16 stations as of the end of March 2002). In May 2001, we established a column on the JR East website through which customers can register their opinions and requests. It is our intention to collect both more and a wider variety of customer opinions than we do at present.

Opinions and requests to JR East  
URL: <https://voice.jreast.co.jp/>



Customer Help Desk



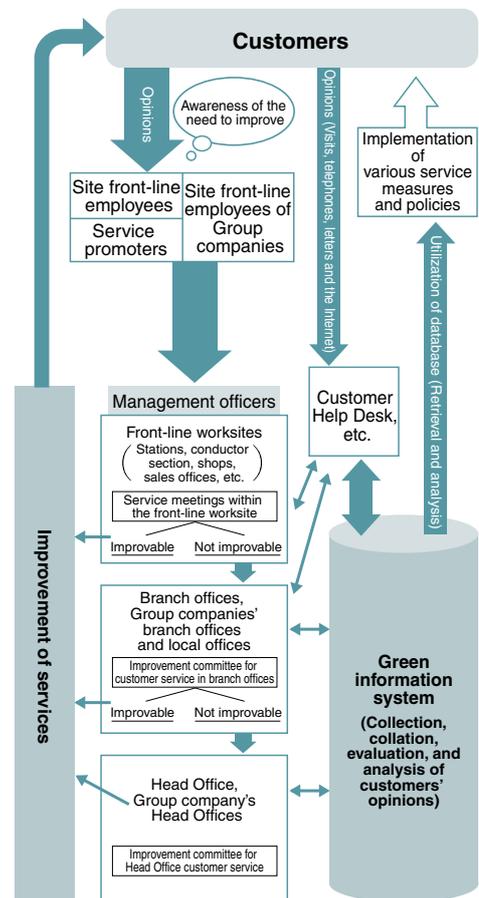
Website input screen

### Site front-line employees

In order to gain a better understanding of the opinions of not only those customers who have direct contact with the “Customer Help Desk,” but also a wider range of customers, we created a mechanism for collecting “customer opinions,” “complaints that are hard to say out loud,” “awareness of the need for improvements to employee services,” etc. through our site front-line employees. The Company is formulating a variety of ingenious plans with each branch distributing a portable memo pad to employees and utilizing e-mail.

## Green information system

This “green information system” is a computer network to collate customer opinions and information collected by site front-line employees and the “Customer Help Desk” and share them in-house. The system then converts this information into a database. The customer service department of the Head Office and each branch, along with the “Customer Help Desk” and operations organizations are connected online. This means that information can be retrieved freely. We use this system in the formulation of a variety of service measures and policies as it makes possible the accurate analysis of the needs of customers. It allows us to come to an understanding of their opinions and attitudes more swiftly, with this knowledge then reflected in policy and initiatives.



Green information system-ready flow

## Approaches to improving services

### Providing information to customers

We are proactively working to create a system which effectively responds to customers' inquiries (both domestic and overseas) by phone and the Internet on questions regarding fares and the operational status of trains.

#### <Inquiries by phone>

We provide information on fares, fees, the operational status of trains, vacant seats, lost articles, etc. by phone at the telephone center. Through "JR East InfoLine" the same kinds of information are made available via phone in English, Korean and Chinese.

The latest updates on the operational status of trains are available as text messages through cellular phones. In addition, we can inform customers automatically by e-mail and cellular phone when there are delays or other mishaps which occur in the section of line where the passenger has registered.



Text information services using cellular phones

#### <Inquiries by the Internet>

We are providing passengers with operational status and station information on the website of JR East.

Using "eki-net," passengers can obtain vacant seat information, information of the time of day and transit, fares and fees.



Web screen of "eki-net"

#### < Establishing information centers >

We are establishing "Information Centers" at stations where passengers board or alight (12 stations as of the end of August 2002). We started an English train schedule information service and we are answering a wide range of inquiries.



Information center

JR East: Various inquiries  
URL: <http://www.jreast.co.jp/e-info/>

JR East website  
URL: <http://www.jreast.co.jp/>



## Appointment of service managers

We are expanding our services by appointing “service managers” who have been trained to provide meticulous and practical services covering the provision of information and guidance in emergencies and helping elderly passengers and those who are not familiar with travel or train schedules (19 stations as of the end of March 2002). We also provide a variety of guidance services by having these managers circulating in and around the station. They wear green uniforms allowing passengers to spot them at a glance.



A service manager

## General website for travel “eki-net Travel”

We have created a convenient website called “eki-net Travel” in tie-up with JAL (Japan Airlines) and JTB Corp. The website can inform customers of just about everything they need to know as far as travel is concerned. The website provides information on nation-wide JR reserved tickets, air tickets, Japanese inns, hotels, tours at home and abroad, as well as timetable information, information on JR fares and fees, information on JR East commuting fares, and tour spot information for both home and abroad. We also started a reserved seat reservation service in English in January 2002, enabling customers to make reservations for the Shinkansen and the Narita Express from overseas.

## Reserving seats from cellular phones

“Eki-net” members are able to reserve seats by cellular phone. Thus, seats can easily be reserved on the Shinkansen nationwide. The same convenient service became available for the “Chuo Liner” from August 2002.

## Expansion of the range of usable credit cards

We are expanding the number of credit cards that will be accepted at the “Midori-no-madoguchi” (reserved-seat ticket office) of JR East, the View Plaza and by reserved ticket automated dispenser from fiscal 2001 to improve convenience of passengers in using station windows and the View Plaza.

Credit cards accepted as of the end of May 2002

- View Cards
- Internationally accepted credit cards (JCB, VISA, Master, AMEX and Diners)

“eki-net Travel”  
URL: <http://www.world.eki-net.com/>