



## Service Quality Reform Vision 2020

By responding to expectations of customers, and offering peace of mind and satisfaction, we will create the future for railways.

Ever since the foundation of the company, JR East Group has striven to offer high-quality services. Our daily operations create an environment that affects the lives of our customers. By ceaselessly enhancing our service quality, we will respond to ever increasing customer expectations, and offer peace of mind and satisfaction to our customers. At the same time, we will continue developing the JR East Group and create the future for railways.

### Medium-term Vision for Service Quality Reform 2020

JR East initiated its new Medium-term Vision for Service Quality Reform 2020 in April 2018. To achieve the aim of JR East Group becoming No. 1 for customer satisfaction in the railway industry, the Vision describes the direction in which to further accelerate and develop our measures. To respond to drastic changes in the business environment and also to the expectations of customers, JR East will further upgrade the transportation services of the whole JR East Group by supporting each one of its employees to improve the level and also the quality of their work.

### Specific measures to improve the quality of transportation services

Toward the direction described in the Vision, each one of JR East Group's employees thinks about what we can do and what we can change to offer peace of mind and satisfaction to our customers and we persistently continue to meet these challenges.



Snow melting mat to prevent point-switching failure

Comprehensive restoration drill

Customer service professional

### Efforts at workplaces

#### Efforts to improve transportation quality (Chigasaki Station)

##### 1. Drills for turn-back operations

To be prepared to implement turn-back operations on the Tokaido Line, we conduct drills so that customers can use our services safely and with peace of mind even at times of transport disruption.

##### 2. Study sessions for transport operation staff

As our employees are getting younger, it is necessary to pass on technical expertise promptly. With the aim of further improving resistance against transport disruption at Chigasaki Station, we hold monthly study sessions exclusively on transport operations.

##### Drill for turn-back operations



Restriction at ticket gates

Drill to guide customers

#### Increasing levels of transport quality through the use of risk management (Niigata Electrical Power Technology Center)

##### 1. Listing of vulnerable facilities

By listing vulnerabilities in facilities management and taking appropriate measures, we prevent potential problems from arising.

##### 2. Tacit knowledge working efforts

By selecting and documenting the tacit knowledge that experienced employees possess about maintenance and management methods, we pass on technical expertise to the next generation.

##### Tacit knowledge working efforts



Measure against salt damage

Measure against snow damage

### VOICE



Chigasaki Station Staff,  
Yokohama Branch Office

With the aim of improving transportation quality, I am working to secure the safety of customers by finding ways to prevent them from falling from stairs, platforms, and escalators, at crowded stations in the event of transport disruption.

At Chigasaki station, platforms and concourses used to become very crowded at times of transport disruption and safety was a concern. To solve this issue, we repeatedly exchanged opinions, held drills and created procedures and manuals to restrict entrance at ticket gates to prevent the station from becoming overcrowded and to secure safety. With this measure, we were able to clarify for new and young employees what needs to be done in such situations.

We will continue our efforts to further improve the quality of our transport services by securing the safety of customers at times of transport disruption at Chigasaki station.



Chief electrical engineer  
Niigata Electrical Power  
Technology Center,  
Niigata Branch Office

To prevent the occurrence of transport disruption, we have been working to identify vulnerabilities in facility management and their countermeasures. We listed possible vulnerabilities during regular inspections. Then, by taking into account the gravity of their effects on our customers, we prioritized each one of the listed vulnerabilities and formulated countermeasures. By doing this, we were able to identify the vulnerabilities in our facilities and share methods of preparedness among staff to prevent problems arising. Additionally, as an increasing number of senior members of staff are retiring and a shift in power is rapidly taking place from the older to the younger generation, we have worked on visualizing tacit knowledge in order to steadily pass on the expertise of the older generation to the younger one.

All the employees at the Electrical Power Technology Center will continue in their efforts to further improve our technological capability and safe and stable transport so that our customers can use our transport services with peace of mind.

See p.49-50 for related features. ➡