

Cooperation with customers and communities to ensure safety

To ensure the safe use of stations and trains, we are implementing various measures so that our customers and people in communities can press emergency stop buttons when they sense danger.

Platform zero accident campaign

We are conducting platform zero accident campaigns to alert customers to avoid coming into contact with trains or falling onto tracks at platforms. Additionally, the campaigns aim to ask customers to push emergency stop buttons when they sense danger.



Platform zero accident campaign

Campaign to prevent dashing onto a departing train

26 railway companies are jointly implementing a campaign to prevent dashing onto a departing train to raise awareness among passengers that it is dangerous, and asking them to push an emergency train stop button when they notice danger.



Campaign to prevent dashing onto a departing train

Level crossing zero accident campaigns

We ask our customers and neighboring communities for cooperation in the safe use of level crossings, through awareness increase activities with local police stations and by posting campaign posters at stations and showing TV and radio commercials.



During the campaigns, we post campaign posters and distribute pocketable tissue packs with campaign information at stations.



In cooperation with local police stations, we visit local elementary schools near Class 4 level crossings, which do not have crossing gates or alarms, for educational activities.

Utilization of simulators for platforms and level crossings

We are offering opportunities for our customers to try pushing emergency stop buttons that can be found on platforms and at level crossings. Platform simulators are located at stations and local events, while level crossing simulators are located at driving license centers, etc. so that people can try pushing the button and see how it works.



Platform simulator



Level crossing simulator

TICKET TO TOMORROW

Level crossing safety lecture

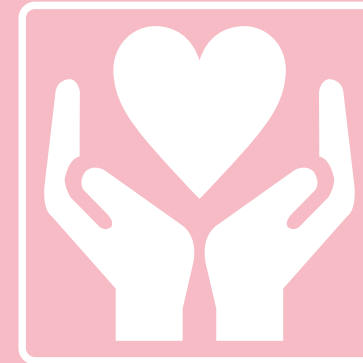
Assistant Manager, Suigun Line Operations Office, Mito Branch Office

To prevent level crossing accidents involving children, since 2016 we have been visiting elementary schools near level crossings and offering level crossing safety lectures.

At a level crossing safety lecture, to show the children how to push an emergency train stop button in an emergency, we have them push an emergency button of a replica of a level crossing. Additionally, we teach them not to cross a level crossing when an

alarm is activated and not to play near railway tracks, so that they will use level crossings safely.

We will continue our visits to elementary schools, kindergartens, and nursing homes near level crossings so that we can prevent level crossing accidents in coalition with local communities.



Society

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Relationship with Passengers

Medium-term Vision for Service Quality Reforms 2020

Since designating 2011 as the baseline year for service quality reforms, we have been working to improve our service quality by implementing a variety of measures, and in FY2019, we announced our new "Medium-term Vision for Service Quality Reforms 2020." This document outlines our vision for accelerating and further developing the initiatives we have implemented to date, with the aim of being number one for passenger satisfaction in the Japanese railway industry.

Preventing transport disruption

We will resolutely strive to prevent transport disruptions from every aspect.

Minimizing effects of disruptions on passengers

We will respond flexibly through actions such as turning trains back and promptly resuming train operations.

Provision of information during emergencies

In order to help passengers decide on their next step, we will communicate information without delay during emergencies.

Realizing railway services passengers can use comfortably

We will provide stations, railcars, and services that live up to passenger expectations of JR East.

Providing impressive passenger service

We will offer services that inspire passengers to use our group again.

Confirm grasp of issues and effects of measures implemented through passenger satisfaction surveys

We conduct passenger satisfaction surveys via our JR East Passenger Questionnaires to enable us to gain an understanding of how passengers evaluate our services that we cannot get simply through passenger feedback and to quantitatively check levels of passenger satisfaction. Based on the survey results, we are addressing various measures while making it a rule to pick up such matters as the "stability of transportation" and "provision of information to passengers during transportation service disruptions" as issues we should most urgently address.



Safety



Society



Environment