

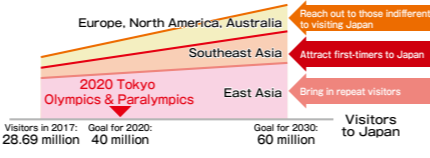
Highlight 5

Enhancing convenience for customers from overseas



Tokyo Monorail offers assistance to international travelers

JR EAST Travel Service Centers
[Trends in inbound travel demand]



- 8 DECENT WORK AND ECONOMIC GROWTH
- 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
- 10 REDUCED INEQUALITIES
- 11 SUSTAINABLE CITIES AND COMMUNITIES

Objectives

Eastern Japan has been a popular destination for international visitors in recent years. As the 2020 Tokyo Olympics and Paralympics approach, inbound travel demand in this area is expected to grow. To help these visitors use our services with greater peace of mind, we are carrying out various initiatives for accommodating their language and diversity needs. In so doing, we are also seeking to increase inbound travel demand centered on the Tokyo metropolitan region and to help energize other regions by attracting visitors to those destinations.

Improving multilingual provision of information

We have been providing multilingual information services designed to more attentively serve the needs of diverse customers, using solutions such as handheld translations devices, mobile apps, QR codes, and tools based on ideas from our employees in the field. In addition, since October 2018, we have run a personalized e-learning program for boosting the English communication skills of our employees according to their current level of competency. In FY 2020 we introduced a new English course focused on communication in emergencies, as one way to deliver more practical support to customers at stations and on trains. In response to feedback from our survey of international customers, we have started delivering learning resources that can help employees to more effectively communicate information to those customers in their everyday interactions, and dispatching language instructors to customer-facing offices.



English study session for customer-facing staff

Expansion of JR EAST Travel Service Centers & launch of Welcome Suica

We are expanding and enhancing our network of JR EAST Travel Service Centers, which offer services such as sales of railway passes, issuance of tickets pre-purchased overseas, seat reservations, and travel information. In the four years since 2015, we have increased the number of centers from six to eleven and the number of counters from 21 to 59 as part of our efforts to minimize customer waiting.



JR EAST Travel Service Center (Ikebukuro Station)

We are also responding to international customers' desire for Internet access by expanding the JR-EAST FREE Wi-Fi service, which is available at 100 stations and ten JR EAST Travel Service Centers as of June 2019.



Welcome Suica

This September we will begin marketing "Welcome Suica" at JR EAST Travel Service Centers and other outlets to provide international visitors with even greater convenience. This e-money card is valid for 28 days from purchase and does not require the 500-yen deposit normally charged, a handy benefit that saves travelers from the trouble of getting a refund before their return.

Efforts at Tokyo Monorail's stations

Over the past five years, the number of international visitors arriving at Haneda Airport has roughly tripled, rising to 4.16 million. We have taken steps to enable inbound passengers to confidently use the Tokyo Monorail service, including by facilitating communication with the Original Point and Speak Phrasebook,* and handheld translation devices, enhancing the provision of information through monorail attendants, and displaying train information in five languages on digital signage (audio, text, and images). Moreover, we have introduced free wi-fi to further enhance our level of service for both domestic and international customers.



Original Point and Speak Phrasebook



Digital signage in five languages

*Registered trademark of Joho Center Publishing

VOICE



Taking on the challenge of providing information in other languages

Omiya Station, Omiya Branch Office, East Japan Railway Company

Omiya Station is striving to be a station that passengers from overseas can use with peace of mind. For example, we use large electronic displays to provide information on any service delays or suspensions that have occurred. The panels show a big route map with the affected segments highlighted so that passengers can easily get the information they need. We also provide information on ticket refunds, train connections, and other matters in Japanese, English, Chinese, and Korean, and we post QR codes linked to our website so that users can look up railway information in those four languages. We will continue to strengthen our multilingual support to enable diverse customers to use our services with confidence.



Endeavoring to improve convenience for diverse customers

Marketing Dept., Railway Operations Headquarters, East Japan Railway Company

I am very happy to be involved in our international visitor rail pass sales promotions and our support for inbound travel centers at a time when the world has turned its eyes to Japan and the rapidly approaching 2020 Tokyo Olympics and Paralympics. We are stepping up our efforts to improve convenience and support for international visitors, so that we can help to bring as many as possible to the area serviced by our company and encourage them to visit Japan again in the future.

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