

Launching “Medium-term Vision for Service Quality Reforms 2017”

In 2011, JR East prepared the “Medium-term Vision for Service Quality Reforms.”

Guided by this five-year plan, we have worked as a team to enhance service quality with customer feedback as our starting point.

Furthermore, the “JR East Group Management Vision V,” launched in 2012, calls on us to improve transportation quality and focus on pursuing customer-friendly railway services as part of our “Eternal Mission.” Accordingly, JR East has improved transportation service quality while creating railway services customers can use confidently.

Thanks to these efforts, customer satisfaction has risen steadily. Further, JR East’s business conditions are changing dramatically, and the type of services customers seek is diversifying. With this in mind, we have prepared a new three-year plan, the “Medium-term Vision for Service Quality Reforms 2017,” beginning in fiscal 2016.

Looking Back at Service Quality Reforms

Establishing 2011 as “the founding year” of service quality reforms, we prepared the “Medium-term Vision for Service Quality Reforms,” which set out goals as “No. 1 for customer satisfaction in the Japanese railway industry” and achieving a “customer satisfaction level of at least 80%.” In accordance with this vision, we have taken customer feedback as a starting point from which to reform service quality through teamwork that transcends divisions and systems.

IMPROVING TRANSPORTATION QUALITY

As a result of focusing on efforts to improve transportation quality and enhance information provision since 2011, the number of large-scale disruptions of transportation services is down significantly.

Main initiatives

Advancement of gale countermeasures



Windbreak fences

Advancement of snow countermeasures in the Tokyo metropolitan area



Installation of additional electric snow melters

PURSUING CUSTOMER-FRIENDLY RAILWAY SERVICES

We have advanced infrastructural and organizational initiatives to establish comfortable environments that customers can use with peace of mind.

Main initiatives

Promotion of assistance campaign



An assistance campaign poster

Provision of free public wireless LAN service for visitors to Japan



Wireless LAN service symbol



Enhancement of information provision during transportation service disruptions



A display that provides information in times of service disruptions

Creation of environment convenient for people using baby strollers and those around them



A baby stroller symbol

RAPIDLY CHANGING ENVIRONMENT

JR East's environment continues to change due to such factors as the recent threats of abnormal weather and major earthquakes, an increase in direct services, advances in ICT, rising numbers of visitors from overseas, and the holding of the 2020 Tokyo Summer Olympic and Paralympic Games. We must respond flexibly to such changes. Also, the need for cohesive management of the Group is more important than ever.

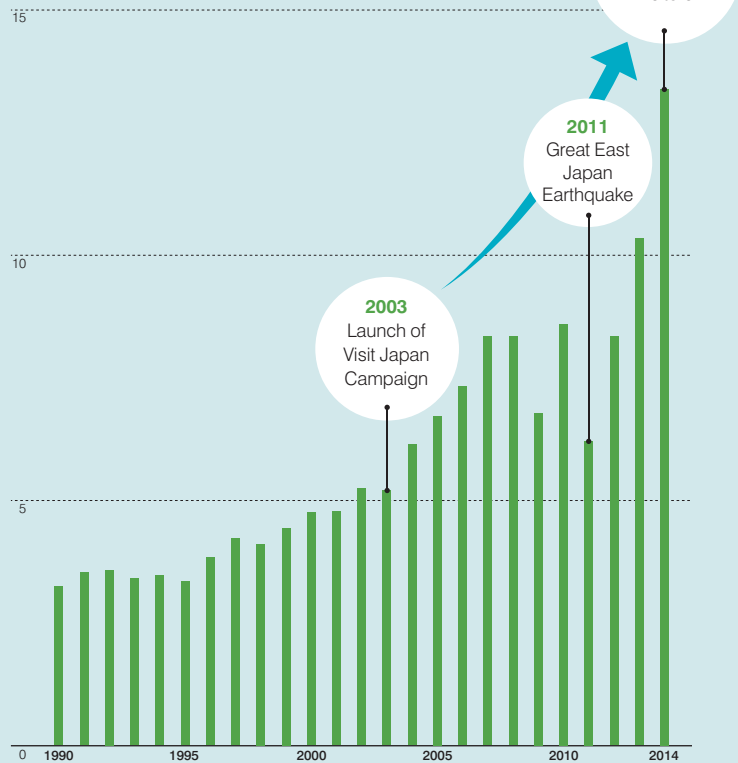
More than
13 million visitors
to Japan in 2014

Target of
20 million visitors
to Japan in 2020

2020
Tokyo Summer Olympic and Paralympic Games

Expectations of
further increase
in visitors to Japan

Visitors to Japan
Million



Source: "Trends in Non-Japanese Visitors to Japan," Japan National Tourist Organization

Medium-term Vision for Service Quality Reforms 2017

Under the “Medium-term Vision for Service Quality Reforms 2017,” JR East will make a concerted effort to be “No. 1 for customer satisfaction in the Japanese railway industry.” To reach this goal, each employee will need to improve “five pillars” and consolidate the “two foundations” supporting them.



Sustainable growth

Goal

No. 1 for customer satisfaction in the Japanese railway industry
Customer satisfaction level of at least 88%

Five Pillars

Improve transportation quality

I. Provide reliable transportation services

- Implement preventive measures for transportation disruptions based on level of incidence in each area
- Implement measures in response to expansion of direct-service network to prevent disruptions from having wider effect on transportation services

II. Enhance information provision during transportation service disruptions

- Enhance quality of announcements within railway stations and railcars
- Use tablet computers to share information about on-site situation

Pursue customer-friendly railway services

III. Realize railway services customers can use confidently

- Increase transportation services' multilingual compatibility in preparation for 2020 Tokyo Summer Olympic and Paralympic Games
- Develop equipment and facilities to reflect opinions of disabled and senior customers and provide help that gives them peace of mind

IV. Realize railway services customers can use comfortably

- Provide clean, attractive railway stations and railcars that customers find comfortable
- Use apps and other ICT to provide information



JR-EAST Train Info

V. Provide impressive customer service

- Ensure language, behavior, and appearance are rigorously appropriate to a customer service professional
- Increase knowledge and respond flexibly to each customer's needs

Two Foundations

I. Develop personnel and organizations that proactively think and act from the customer's perspective

- Develop organizations that grow by valuing employees' initiative
- Share good examples laterally to grow whole Group

II. Increase mutual communication with customer feedback as starting point

- Identify line-side needs and create line-side "fans"
- Use social media and other green information system components rigorously