

Customer Service

Airport-wide Customer Satisfaction Improvement Campaign

NAA has a total commitment to its campaign to improve customer satisfaction and, thereby, increase the quality of service throughout the airport. While many service improvements have already been achieved both directly and indirectly, NAA's objective is to extend this drive to every part of the airport and create an environment that is compatible with customer requirements. The management vision of the special government corporation sets out the pursuit of customer satisfaction to provide services of unrivaled quality as one of its chief aims. To this end, we remain committed to faster, higher quality service.

The first customer satisfaction survey

of Japanese passengers was held in October 2000 and compared service levels at Narita with those at airports abroad. The findings formed the basis for the establishment of a passenger services committee in January 2001. The second survey held in 2001 included non-Japanese passengers and transit passengers and asked them to evaluate Narita Airport. In 2003, a third survey was held and, like the 2000 survey, included only Japanese passengers and asked them to compare Narita with other airports around the world. By analyzing these results along with comments and opinions put forward by airport users via passenger information counters, suggestions boxes placed around the airport and Narita Airport's website, the passenger services

committee is able to make ongoing improvements based on carefully thought out ideas and objectives. Some of the more frequent suggestions from passengers included the introduction of small carts on the 3rd floor of the satellite building concourse in Terminal 2, enclosed smoking areas and a gate lounge on the 2nd floor of Satellite 2 in Terminal 1.

The Narita Airport CS Council was established in May 2002 comprising delegates from organizations that have direct contact with airport users such as government agencies, airlines, concessions, transport organizations and NAA. It has introduced CS Awards for airport staff to improve service levels and organizes CS seminars to generate an interest and understanding in



customer satisfaction. The Council plans to step up its activities to improve customer satisfaction in every area of the airport.

Barrier-free Terminal Facilities

Narita Airport's barrier free facilities were introduced after numerous studies, including several in which staffs underwent demonstration trials that simulated difficulties encountered by the aged and infirm. This has resulted in elevators, slopes, multifunctional toilets and tactile paving blocks among many other improvements for the disabled so that people in wheelchairs, visually or aurally impaired people, senior citizens and parents with young children can all use and move through the airport freely from the railway stations, car parks and

curbsides to the boarding gates.

Legislation mandating barrier-free facilities in public transport facilities was introduced on 15 November 2000 to improve access and safety in the use of public transport for the elderly and the disabled. A fundamental directive in the legislation calls for existing terminal facilities to comply with standards set out by the legislation by 2010. Although the passenger terminals comply with these standards in principle, because they were constructed in different years, some of the facilities do not, and these are being systematically upgraded.

NAA has issued a guide to the airport in Braille and has a section devoted to information for the disabled on its website. It also loans out wheelchairs and provides assistance for disabled

users to travel from the railway stations or car parks to the departure lobbies.

NAA aims to continue with improvements to comply with barrier-free legislation, incorporate both "hard" and "soft" measures based on suggestions offered by airport users to ensure that the elderly and disabled have unfettered access, and introduce universal design concepts in the development of facilities so that more people can use the airport with greater convenience.

