



CS Promotions

Improved customer satisfaction is one of Narita's central issues as indicated in NAA's management vision conveying its intention to pursue customer satisfaction and to offer services beyond expectations. At NAA, we will approach issues from our customers' perspective at all times, driving forward with enhanced CS promotion activities and aiming to create an airport that offers much more.

Customer Feedback

At NAA, daily feedback from customers is sorted and stored in three databases. The first stores suggestions received at the Information Counters and the Telephone Center; the second contains comments and questionnaire responses placed in 17 feedback boxes in the terminals; and the third contains comments sent via Narita Airport's official website.

When these comments come in, they are responded to immediately and placed into a database to be shared by all NAA staff. The databases ensure that all staff are aware of customer perceptions and needs so as to provide a prompt response.

By responding to and analyzing these daily feedbacks, NAA is able to utilize them in improving customer satisfaction. It received 6,371 comments in fiscal 2003.

CS Surveys

Since 2000, NAA has conducted customer satisfaction surveys every year in order to compare the level of service currently offered at Narita Airport with that offered by airports overseas, and to use that information as the basis for improvements.

These surveys are constantly checked against the past ones to understand how the satisfaction levels are developing. They have proved helpful in identifying changes in perception, new issues to address and points for improvements.

The results of these surveys and the feedback provided by our customers form a very important basis on which to draw up plans to improve CS levels.

NAA CS Campaigns

As part of an effort to create a customer-oriented airport, NAA appointed staff in the Passenger Service Department in 2000 to initiate and supervise CS promotion campaigns. Then, just prior to privatization

in October 2003, NAA set up CS Development & Planning Office to work directly under the supervision of the President & CEO of NAA.

Furthermore, in January 2001, the Passenger Service Committee was formed under the leadership of the Executive Board Director of Operations, to identify improvements in services and facilities for implementation. But in December 2003, it was replaced by the CS Development & Planning Committee with the aim of expanding and improving CS promotion activities even further. The main feature of the committee was that it was placed under the control of NAA President & CEO, Masahiko Kurono, and this enables more effective CS activities to be carried out throughout the company with greater speed.

Then, in April 2004, the new NAA Chairman brought in from the private sector, Isao Matsushashi, took over as Chairman of the CS Development & Planning Committee and highlighted four methods for making significant advances in CS:

1. Understand the customer's perspective
2. Become cost conscious
3. Obtain practical experience
4. Be swift.

The CS Development & Planning Committee is currently looking into improvements to terminal signage (particularly for transit passengers), services and facilities for use during waiting times (on arrivals and departures), information services (website, etc.) and concession services. It is also trying to raise awareness of CS among NAA staff.

All NAA staff take part in terminal induction courses. During the course, the staff give directions and assistance to customers in the arrival and departure lobbies, around the railway station ticket gates and in the airside departures area; picking up litter and collecting baggage carts. This enables them to identify services that would be of use to customers through first-hand experience of items that are inconvenient and the effects of services provided. This is proving to be very effective in helping staff who normally consider matters from the standpoint of an airport administrator, to understand the customer's perspective.

NAA also operates a trolley kiosk in Terminal 1 which is useful for providing new recruits with practical experience in retail sales and customer contact. New staff are also stationed at terminal information counters to assist customers and regularly undergo training in retail sales and customer contact at terminal shops.

Since June 2003, NAA has been distributing CS email newsletters to all staff to disseminate information updates and executive decisions in a pleasant, easy to understand format. They have been well received by both employees and executives.

In January 2004, NAA conducted a CS campaign held under the theme, "NAA says Hello!" Staff were encouraged to greet customers, as well as business associates and airport staff, in a friendly manner to encourage improved customer awareness and boost NAA's image.

NAA also conducted a clean up campaign along a 3.5-kilometer stretch of road south of the airport. A number of catchphrases were used for the campaign which was designed to convey to airport users an image of refreshing cleanliness. NAA President & CEO, Masahiko Kurono, lead a team of 110 participants, including NAA staff and employees from the Shibayama local government office, and collected a complete truckload of litter.

Narita Airport CS Council

To improve customer satisfaction at Narita Airport, NAA must work with those airport businesses which are in direct contact with the public to provide a greater mutual understanding of the concept of CS. The Narita Airport CS Council was

established in May 2002 for this purpose and comprises representatives from those companies and other organizations.

There are 22 member organizations including Customs, Immigration, Quarantine, police, airlines, security companies, shops, restaurants, travel agencies, passenger meeting companies, banks, delivery companies, the Post Office, public transport organizations and NAA. Since its establishment, the Council has placed particular emphasis on improving airport staff service levels.

The CS Awards were established in January 2003 to recognize airport employees who had provided outstanding service to customers. Seasonal CS awards are presented four times a year to a total of 20 recipients and an annual CS award is presented to two people.

Commencing in February 2003, CS Council also began hosting an annual CS seminar to improve CS awareness among airport staff. Participants listen to experts outline the concepts of CS and discuss some of the daily feedback provided by customers.

In December of the same year, CS Council launched its first Narita Airport CS campaign around a central theme of CS being the top priority at Narita Airport. The entire airport is working step by step to achieve this major goal.

CS Council also launched a new staff magazine, "CS Friends", in June, 2004. The magazine, contains information on customer feedback, provides information on activities of the CS Council and is designed to encourage service levels to an even greater quality by providing a greater understanding of facilities, services and customer satisfaction at Narita Airport.

