



CS Initiative at Narita International Airport

CS Promotion

Sponsoring Customer Satisfaction Initiatives in All Service-related Organizations

Initiatives Headed by the Narita Airport CS Council

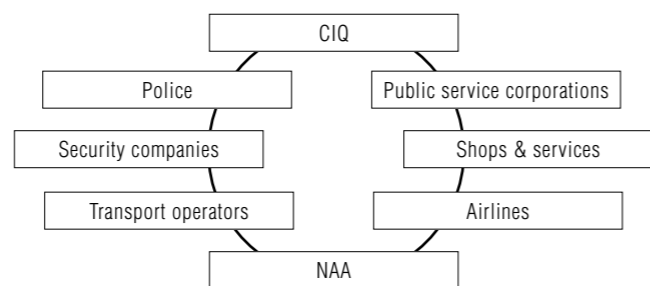
The Narita Airport CS Council (*) comprising representatives from organizations that come in direct contact with the public is the heart of customer satisfaction (CS) activities at Narita Airport.

Narita Airport customers enjoy numerous services and

a wide range of facilities. Thus, it is vital for us and other organizations and companies that serve airport users directly to acquire greater understanding of CS activities and work together to improve CS levels at Narita. We intend to expand our network of CS initiatives throughout the airport and continue to drive forward with commitments centering on the activities of the Narita Airport CS Council.

*Narita Airport CS Council

Comprises representatives of 25 organizations with frequent customer contact such as CIQ, police, airlines, security companies, shops, restaurants, travel agencies, passenger meeting companies, banks, delivery companies, the Post Office, public transport organizations and NAA.



Striving for an airport where all staff appreciate the need to extend hospitality

Since its establishment, the Narita Airport CS Council has paid particular attention to improving staff awareness of customer satisfaction. It is attempting to do this through such steps as the CS Awards for airport staff who extend outstanding service to customers, CS Seminars conducted by guest lecturers, and the staff information magazine, CS Friends.

In addition to this, it holds exchanges of views with front line staff to listen to their feedback for possible inclusion in CS promotion as a means of enhancing efficacy. This has established recognition of the need to form an airport staff network and set common goals for improving CS.

The Council then established a set of 4-point CS guidelines as common goals. CS PRONET was also established as a CS promotion network designed to publicize and promote the activities of the Council to each airport employee.

The objective is for each and every one of the 47,000 employees at Narita Airport to understand their role as an airport representative, and extend to hospitality to all of our customers as a member of the "Narita Family".

CS Awards

20 airport employees who provide consistently good service to airport customers are eligible for the Seasonal CS Awards presented 4 times a year. The Annual CS Award is presented once a year to two recipients who have provided service of a particularly outstanding nature.

CS Seminars

Guest lecturers in customer satisfaction and service industries are invited to give the seminars for enhancing airport staff interest and understanding of CS.



CS Information Magazine, "CS Friends"

This CS information magazine for airport staff carries customer feedback and CS Council initiative articles to encourage better service quality and it also provides information related to facilities, services and CS at Narita Airport.

4-point CS Guidelines, "CS QUARTET"

The following 4 CS goals have been set to enable airport staff to involve themselves in CS promotion activities as a single entity with common objectives.

CS QUARTET – Working in Harmony at Narita Airport

I. Each staff member will endeavor to greet people sincerely with a smile as a representative for the airport.

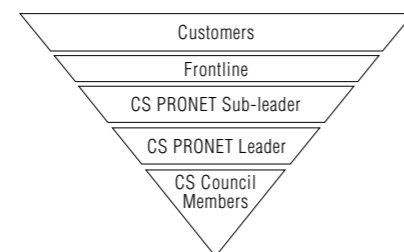
II. Staff shall base their actions in all situations on the needs of the customer and how the customer can be best served.

III. Staff shall contribute to lasting memories for customers by offering a comfortable atmosphere and a pleasant experience.

IV. Staff shall work together as a family extending an atmosphere of hospitality that customers will find invaluable and irreplaceable.

CS PRONET

CS PRONET was established with airport employees from the different organizations at its core to carry out airport-wide CS promotion activities.



NAA CS Promotion Activities

CS promotion has always had an important place at Narita International Airport. However, since our privatization in April 2004, its importance has been formally recognized by its inclusion as one of the core objectives in our management vision, which states as follows: To offer services that strive to generate customer satisfaction and transcend conventional expectations. In April 2005, we set up the NAA Group CS Promotion Liaison Committee so that we can join forces with other group companies in implementing CS activities.

CS Activities Start with Customer Feedback

Feedback from customers is sorted and stored in a database and shared by all our officers and staff. The databases ensure that all staff are aware of customer needs so as to provide a prompt response. By responding to and analyzing this daily feedback, we are able to utilize it in improving customer satisfaction.

A customer satisfaction survey is conducted once a year to provide the basic data for CS promotion activities. The survey is extremely effective in terms of gaining a quantitative understanding of satisfaction levels at Narita Airport, identifying trends in those levels over past years, understanding the nature of any changes, recognizing

any new issues that have emerged and identifying points that need to be improved. From customer feedback received on a daily basis and the customer satisfaction survey, NAA draws up improvement programs and implements specific changes. The feedback and survey data is also conveyed to airport staff via the CS Council and CS Friends magazine.

Customer Feedback

We have established an internal CS Development and Planning Committee under the leadership of the NAA Chairman as part of our drive to initiate a faster, higher quality response to the need to undertake CS promotion campaigns at every level of the corporate group. The committee looks at feedback and survey data to look at specific measures where there is a need for improvement or a more positive approach to improving CS.

A CS leader is appointed in each of our departments and they form the framework for improving CS throughout the company. Narita Airport will continue to develop CS promotion campaigns with greater emphasis to offer an airport considered to be No. 1 in CS and where hospitality to our customers is of primary importance.