

Promoting Customer Satisfaction at Narita International Airport

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.

Thus, it is vital for NAA 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. NAA intends to expand its 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, currency exchange agencies, 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.

An airport staff network and common goals must be established to promote CS initiatives effectively so that they embrace all employees including front line staff.

For this reason, the Council has laid down a set of 4-point CS guidelines as common goals. CS PRONET was also established as a CS promotion network between key employees of different organizations within the airport.

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 hospitality to all of our customers as a member of the "Narita Family".





CS Award

Seasonal CS Awards are presented four times a year to employees who make it their daily practice to provide good service. Additionally, once every year, Annual Awards and Special CS Awards are presented to selected staff for providing particularly exceptional service.

• CS Seminars

Guest lecturers in customer satisfaction and service industries hold seminars at regular intervals to further airport staff interest in, and understanding of, CS.

• CS Information Magazine, "CS Friends"

This CS information magazine for airport staff contains customer feedback and CS Council initiative articles to encourage better service quality by providing information related to facilities, services and CS at Narita Airport.

CS Campaign

All airport staff participate in CS improvement activities under common themes during campaign periods.

• 4-point CS Guidelines

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 Guidelines - Working Together in Harmony

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

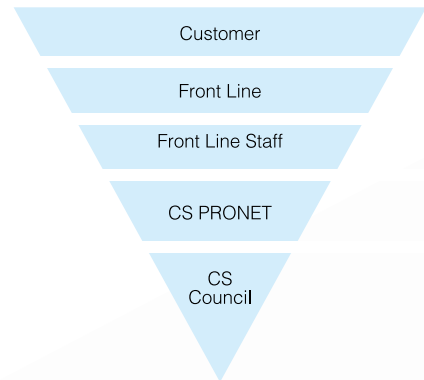
II. Staff shall base their actions in all situations on the needs of the customer and how the customer can be best served.

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

The group's members are enlisted from core airport staff of respective organizations with the aim of vitalizing CS promotion activities throughout the airport by taking part in planning and operation of CS Council activities and exchanging opinions with other members.



NAA CS Promotion Activities

Since its privatization in April 2004, NAA has been driving forward with CS promotion activities. This is in line with one of the stated objectives in its management vision: To offer services that strive to generate customer satisfaction and transcend conventional expectations. The CS Development & Planning Committee was established within NAA and the NAA Group CS Promotion Liaison Committee was formed within the NAA Group to implement CS activities collectively as a group.

CS Activities Start with Customer Feedback

At NAA, feedback from customers is sorted and stored in databases and shared by all 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 these daily feedbacks, NAA is able to utilize them in improving customer satisfaction.

Furthermore, 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.

Starting in fiscal 2007, NAA has advertised for members of the public to serve as Narita International Airport monitors and have conducted surveys to acquire a better understanding of customer views.

From customer feedback received on a daily basis, customer satisfaction surveys and views expressed by airport monitors, NAA draws up improvement programs and implements specific changes.

Utilizing Customer Feedback

NAA has established an internal CS Development and Planning Committee under the leadership of the chairman of the company as part of its 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.

Each department within NAA also has a designated CS leader and these leaders form the framework for improving CS throughout the company.

Narita Airport will continue to develop CS promotion campaigns with greater emphasis on offering an airport considered to be No. 1 in CS and where hospitality is of primary importance.