



Qitong Wang

CS Development and Planning Department

Noriaki Numata

## Promoting Customer Satisfaction

### Customer Satisfaction: A Crucial Element in Management

"Customer satisfaction beyond expectations" is cited as one of NAA's management visions and promoting customer satisfaction is a priority initiative as a crucial element.

Each member of our staff strives to maintain a customer's perspective at all times and to provide services that our customers will appreciate.

The CS Development & Planning Committee was established as the core organization for promoting these activities within NAA.

The individual companies in the NAA group provide the driving force for promoting CS throughout the airport and the NAA Group CS Promotion Liaison Committee was established to marshal the combined strength of the group and direct it into CS promotion activities.



### Customer Feedback is the Catalyst for Service Level Improvement

NAA makes extensive use of daily customer feedback and customer satisfaction surveys to bring about improvements that meet the needs of our customers.

The first and most basic requirement for providing services that fulfill customer satisfaction is to understand the customer needs. Therefore, we make use of feedback boxes placed throughout the passenger terminals and the Narita Airport website to collect customer views and ideas.

This feedback is recorded in NAA's in-house database which is available to all executives and employees and we have created a framework which enables us to rapidly introduce service improvements.

In 2008, NAA began participating in the airport service quality (ASQ) surveys conducted by the Airports Council International (ACI).

These surveys help Narita to check its service levels in comparison to other participating airports and identify items for



Customer feedback form

improvement by monitoring secular trends in customer satisfaction levels based on quantitative values given to customer satisfaction and customer assessment at Narita.

### A Warm Welcome from the Airport as a Whole

While improving the level of service facilities is an important consideration in raising customer satisfaction, personal service and hospitality are equally important. For this reason, the emphasis in training the staff at Narita is placed on hospitality and friendliness.

Users of our airport tend to see all of people working at the airport as employees of Narita Airport, regardless of their affiliation. As such, the behavior of an individual employee will be reflected upon the entire airport staff and judged accordingly. This is the reason why we established the so-called Narita Airport CS Council made up of representatives from 28 front-line organizations which include CIQ, police, airlines, security companies, shops and service providers to provide a collective approach by all airport-related businesses and organizations to improving customer satisfaction throughout the airport.



### Event to Introduce Japanese Culture

Events are held on the landside and airside to introduce aspects of Japanese culture to visitors from overseas, both to deepen their understanding of Japan and to raise their levels of interest in seeing some more of this culture while in Japan.



Through activities in which the Narita Airport CS Council plays a central part, we strive to expand the circle of customer service improvement activities throughout the airport in conjunction with, and with the support of, each organization and business.

The objective is for all staff to work as one, sharing the common awareness that each is a representative of the airport to welcome our customers with courtesy and hospitality.

The Council hosts the CS Awards, a system of commending employees who have been recognized for outstanding service to customers, in order to provide the airport staff with greater motivation. It also holds CS seminars led by experts from outside the airport to improve service levels. These seminars include subjects such as customer service etiquette, English language and sign language, practical universal seminars to improve service levels provided to the elderly and incapacitated, and Halal seminars to provide a deeper understanding and familiarization of the rules and customs of the Islamic faith. All of these activities are designed to raise awareness of customer satisfaction.