

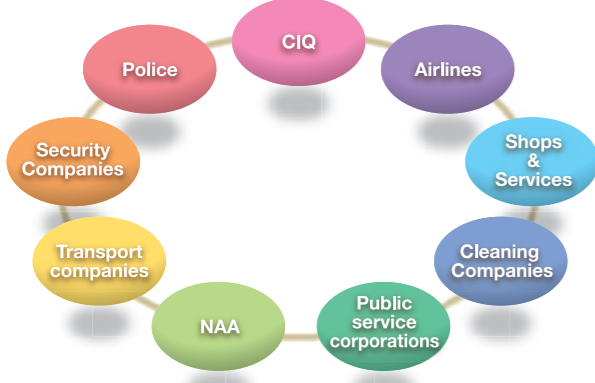
# Promoting Customer Satisfaction

## 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.



Narita Airport Customer Satisfaction Council

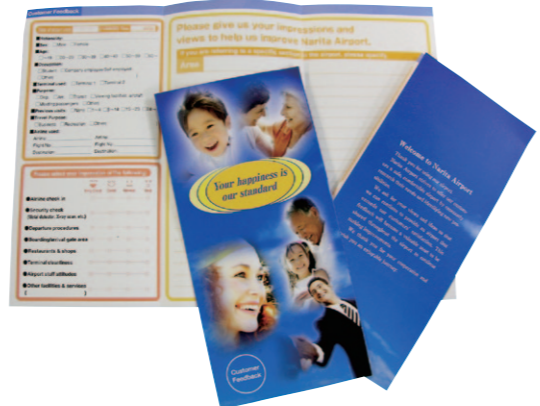
## Customer feedback is the catalyst for service level improvement

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



customer feedback form

## A Warm Welcome from the Airport as a Whole

While improving facility services is an important element in raising customer satisfaction, personal service and courtesy are extremely important. For this reason, the emphasis on airport staff training at Narita is on hospitality and friendliness.

Users of our airport tend to see all staff as Narita Airport employees, regardless of their affiliation. Therefore, the behavior of one staff member reflect upon all. This is the reason that we established the 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 combined approach by all airport-related businesses and organizations to improving customer satisfaction throughout the airport.



CS Award Ceremony

Through activities in which the Narita Airport CS Council plays a central part, we strive to extend 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 also hosts the CS Awards, a system of commending staff who offer outstanding service to customers, to inspire airport staff with greater motivation. It also holds CS seminars led by experts from outside the airport. All of these activities are designed to raise awareness of customer satisfaction.



Universal Design Seminar

## Narita Airport Oasis Project

The Narita Airport Oasis Project was launched in July 2008 with the aim of using service initiatives to make Narita more attractive under the concept of creating an airport that is fun for travelers, attractive to other visitors, and a place that airport staff could be proud of.

The project team includes airport staff from outside NAA as well as NAA employees, encapsulating an "All Narita" spirit in planning and implementing a wide range of ideas. The team holds seasonal events for Tanabata\*, Valentine's Day and Christmas, etc. as well as concerts and other performances in the passenger terminals.

\*Star festival



Santa Clause comes to Narita Airport



Tanabata event



Narita Airport Festival WASSHOI! -Airport Dance Festa-



Morning and Afternoon Concerts