

# Customer Satisfaction

## Mid-Term Management Plan 2017 in Retrospect

### Results

- Greater customer satisfaction on a variety of levels through improvements such as barrier-free facilities, multilingual information and broadcasting, more comprehensive provision of information, improved toilets, station and train interior beautification, and better reception from staff
- Customer satisfaction survey results that confirm steady improvement
- Aim to further improve quality of service and customer satisfaction in response to customer needs which change, advance, and diversify over time.

## Vision for the Future

Our plan for the future is, as it was before, to pursue customer-oriented management with the aim of creating JR-West fans among customers. We are building up our Think-and-Act philosophy person by person within the company as we work to realize our Customer Satisfaction Vision 2022, which shows what kind of feeling we want to instill in our customers. Part of this requires listening to customers' voices from the front line, and in light of an aging population, increased visitors to Japan, and the advancement of women in society, we see a chance to embrace the changing landscape by providing services

that meet more diversified needs and expectations. We will also make active use of our technology, look to the future, and provide services suited to each region. In addition, we aim to create more services for both our customer and the communities living along our train lines.

The entire JR-West Group strives to build warm relationships that foster a feeling of fellowship and give this warmth to our customers, and will continue to use these relationships to create happiness among our customers and the communities along the lines where it operates.

