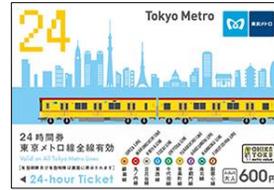


2023 No. 13	Service	Customer Satisfaction Improvement Initiatives -95 Years History and Future of Urban Railway Operation-
	Basic Course	



Customer Satisfaction



Special Train Ticket

KEY POINT

Customer Satisfaction (CS) is not about complaint handling. What do we find in customer feedback which is a Treasure trove (= source) of improvement? Increasing the use of public transportation by providing customer service that resonates with customers and promoting use of public transportation will lead to reduction of CO₂ emissions, that is environment friendly. This course will be a good opportunity to think about the importance of CS and CX (Customer Experience).

OVERVIEW

We will discuss with you how to improve customer satisfaction by putting ES (Employee Satisfaction) and CX in mind, in order to solve the difficult mission of increasing profitability while serving a social mission as a public transportation provider.

LECTURE CONTENTS

1) Tokyo Metro's customer service

- Reviewing the history of Customer Service in Tokyo Metro from tangible and intangible aspects

2) Tokyo Metro's action for Customer Satisfaction

- Detailed examples of Customer Satisfaction actions taken in Tokyo Metro

3) Impressive response and promotion to use of Tokyo Metro

- The full story behind the creation of Customer Satisfaction response and usage promotion measures of Tokyo Metro

4) Learning from mistake <Empirical Engineering will apply to railway as well>

- Utilizing customer feedback in Tokyo Metro staff training

5) True meaning of customer perspective <Role of each person, from executive to employee>

- Considering the direction of next-generation service provision, taking employee satisfaction (ES) into account

KEY DETAILS

Dates and Times **November 28 and 30, 2023 (The same content will be presented on each day.)**
 -November 28, 2023 5:00 p.m. JST / 9:00 a.m. CET / 3:00 a.m. EST <Duration: 3 hours>
 -November 30, 2023 8:00 a.m. JST / 12:00 a.m. CET / 6:00 p.m. (29th) EST <Duration: 3 hours>

Targets Basic Course: for those who have less than 3 years experience in the railway industry

Location Online (Cisco webex)

Language English

Lecture Fee 45,000 JPY (per day) Note: Applications within Japan are subject to the tax separately.
 * Cut-off date: Please apply at least one business day before each lecture in order to receive related-materials by email in advance.

Certificate Attendance Certificate (digital) will be issued.

LECTURER



HIDEO AKASHI

Joined 2007. Based on his experience as a station staff, assigned to several departments related to customer satisfaction (CS), such as responding to customer opinions, promoting company CS, and planning and management of station operations. Currently working on station operations for overseas projects.

More Info and application



<https://sites.google.com/tokyometroacademy.com/index>

You can apply regardless of your field.