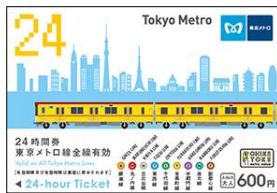


2024 No. 12	Service 1	Customer Satisfaction Improvement Initiatives
	Basic Course	



Special tickets meeting customer needs



Renovated and bustling station

## KEY POINT

By learning “specific initiatives” and “responses to changes in society and environment” related to customer satisfaction improvements, you will be able to use them as a reference when considering customer satisfaction.

## OVERVIEW

As social infrastructure, urban railways have supported urban growth by responding to social and environmental changes and meeting customer needs. On the other hand, changes in life and work styles due to the pandemic have accelerated and clarified changes in the value of urban railways needed by customers and the role of urban railways.

We will introduce “various initiatives that have improved customer satisfaction” and “Efforts to further improve customer satisfaction in response to changes in society and environment,” focusing on Tokyo Metro.

## LECTURE CONTENTS

### 1) History and role of urban transport and urban railways

- History and role of urban transport and urban railways to date, using Tokyo as a case study

### 2) Customer satisfaction improvement initiatives in Tokyo Metro

- Customer satisfaction improvement initiatives conducted by Tokyo Metro based on customer needs

### 3) Further customer satisfaction improvement

- Responses to changes in the value of urban railways needed by customers and the role of urban railways

## KEY DETAILS

**Dates and Times** **October 15 and 17, 2024 (The same content will be presented on each day.)**  
 -October 15, 2024, 5:00 p.m. JST / 10:00 a.m. CEST / 4:00 a.m. EDT <Duration: 2 hours>  
 -October 17, 2024, 9:00 a.m. JST / 2:00 a.m. CEST / 8:00 p.m. (16th) EDT <Duration: 2 hours>

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

**Location** Online (Microsoft Teams)

**Language** English

**Lecture Fee** 20,000 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 feedback, promoting CS activities within the company, 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.