

Society – Customers

Raising Customer Satisfaction

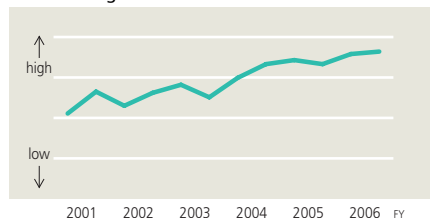
The ANA Group holds customer satisfaction surveys to manage the quality of its products and services. We are striving to raise employee awareness of these indices and of customer satisfaction in general.

Customer Satisfaction Index

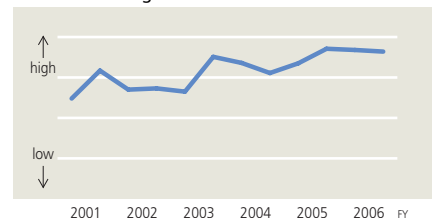
The ANA Group holds customer satisfaction surveys twice a year and monitors its customer satisfaction index (CSI) regularly. The results are thoroughly analyzed by the CS Promotion Division as well as by each division and department to promote improvements in service.

Since we began these surveys, our customer satisfaction index has steadily improved. The ANA Group will continue to win customers' hearts through our unstinting efforts to improve quality and pursue the highest possible satisfaction.

Domestic Flight CSI



International Flight CSI



Bangkok Office counter



Narita Airport check-in counter



Super Seat Premium



■ CS Awards

Every other month we choose from the letters, telephone calls and e-mails from customers and share examples of "ANA Group best practices" that lead to outstanding service.

Service Award Example

"I became unwell during a flight and caused anxiety in those around me. I would like to take this opportunity to extend my thanks."

On flight 662 on January 31, 2007, I suddenly fell sick and collapsed. The captain and members of the crew took great care of me and I am truly grateful. My memory of that day is not exactly clear, but I do remember two things. The first is that there were many people by my side, looking after me with concern. And the other is that a cabin attendant repeatedly said encouraging words in my ear, things like "Everything will be all right, we are right here." Thanks to everyone's help and encouragement, I have been able to regain my health

and am currently living a normal daily life. Although I really would like to thank each one of you in person, I hope that this message will help express my gratitude. (Female)

Comments from the Service Awards Committee:

We have learned that Mr. Murakami, who happened to be on this particular flight on a business trip, played a big role in helping the customer. Between the onset of the illness to transportation, he (1) arranged seats so that the ill customer could lie down, and secured a seatbelt on the customer to help ensure safety; (2) supported the customer, in a semi-crouching position, for the entire time from preparation for landing and actual landing; and (3) asked a customer who'd tried to stand, despite announcements for all passengers to remain seated until medical transport has been completed, to sit. Having learned of his numerous efforts, the committee decided that he deserved an award.



Award recipient's comment:

Kazuhiko Murakami

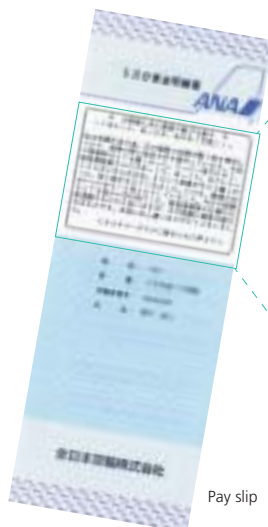
Materials Management & Spares,
Engineering & Maintenance

This award is not for me personally but for the entire crew on that flight. As I am in the Engineering & Maintenance division, where we do not usually come in direct contact with customers, this experience made me aware of the extreme importance and challenges of those on the frontline. I hope to continue contributing to customer satisfaction by supporting flight operations and by providing safe, high-quality aircraft.

■ Delivering Customer Feedback to Employees—Pay Slip

ANA has been printing customer compliments on the cover of monthly pay slips since October 2004.

This practice, proposed by employees, was initiated to raise employee awareness of CS in an everyday way. It is just one more step towards our brand vision of "creating dreams and experiences."



Pay slip

Creating a Wonderful Experience with Customers —Anshin, Attaka, Akaruku-Genki!

I use a cane because of my bad leg joints, and this makes me troublesome when I board a plane. But today I was truly happy when I boarded. It was just a few words from a cabin attendant—"Slowly, slowly, take your time. Nobody's behind you." It gave me a sense of security, as I always felt I should probably be the last one to board. Today's experience made for a very enjoyable and heart-warming flight. I think cabin attendants have a tough job, but with just a smile they can put us completely at ease. I was very grateful for your thoughtfulness.

<From comments brought to the Customer Desk>