

CS Activities

The ANA Group is taking full advantage of customer feedback in its CS* activities to provide ever-better services.

* Customer Satisfaction

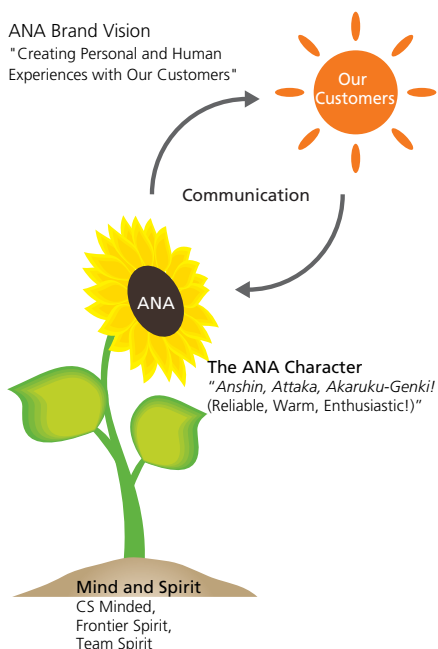


CS website on the intranet

ANA Brand Concept

ANA Brand Vision

"Creating Personal and Human Experiences with Our Customers"



ANA Group Brand Vision

There is nothing like a simple "thank you" from a satisfied customer to make an employee's day. The ANA Group brand vision is to be known for such warm, personal experiences. In our view, each employee who embraces this outlook increases our CS level—the

key indicator of our brand's power.

CS activities are therefore focused on raising employee awareness and ensuring the quality of our products and services based on customer feedback.

The ANA Character—*Anshin, Attaka, Akaruku-Genki!*

We believe that the best way to prevail against the competition is to establish a distinctive character, one embodying the ANA strengths and attributes that cannot be imitated by other companies.

With this in mind, in December 2004 we unveiled the slogan "*Anshin, Attaka, Akaruku-genki!* (Reliable, Warm, Enthusiastic!)" to define the ANA character, and "CS Minded, Frontier Spirit, Team Spirit" to describe the

mentality shared by all ANA Group employees.

Depicted graphically as a sunflower (the ANA Group) oriented toward the sun (our customers), our "*Anshin, Attaka, Akaruku-genki!*" character is being impressed on customers through a concerted, Group-wide campaign, which we hope will help us become the airline of choice.

Yumi Ishii (left) and Mai Yamaguchi (right), Customer Desk, CS Promotion





■ Praising Fellow Workers—Good Job Card

For those on the frontline we have “good job” cards, which are shared among employees on the occasion of a job well done. The cards contain messages of praise from customers as

well; the scheme lets employees share in their joy. By promoting pride in one’s work and interest in that of others, the system also helps to boost employee morale and motivation.



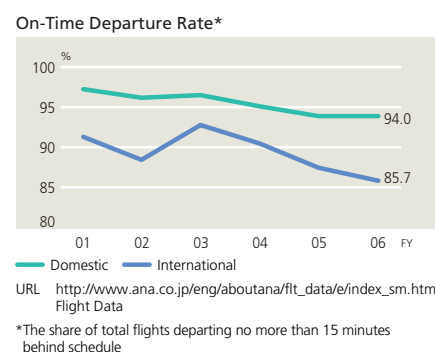
Good Job Card

■ Improving Operational Quality—Punctuality

Punctuality—departing and arriving at the scheduled times—is of paramount importance in the airline business. As part of our efforts to improve punctuality, we have been implementing a Group-wide project at airports in which employees can submit ideas. These are then checked for safety implications

and, if cleared, serve as the basis for new punctuality measures.

In FY2006 we attained an on-time departure rate of 94.0% for domestic service, and 85.7% for international service. This information is disclosed in the operational flight data on our website.



■ Thorough Quality Control in the Cabin

The ANA Group is carrying out thorough measures to ensure a quality inflight experience. Some 110 cabin attendants have been appointed as inspectors and report regularly on whether cabin quality meets official ANA standards. Meanwhile, our qual-

ity-evaluation section verifies inflight service—not only according to rating standards, but also by taking into account the perspective of passengers—resulting in thorough quality control of the cabin.



CS Activities at Fukuoka Airport

At Fukuoka Airport, 1,500 ANA Group employees are tackling CS activities under the activity theme “CS Revolution by 1,500—Creating Services from the Customer’s Perspective.” Under the theme, “Working Toward Seamless Service,” employees from across the Group planned and carried out measures to make theirs the best possible airport. The ANA Group employees at Fukuoka Airport have consistently demonstrated excellent teamwork in aiming for better CS.