




Attracting Passengers by Improving Customer Service

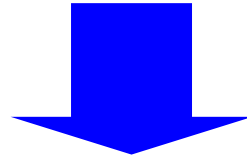
Masamichi OHNO



Tokyo Metro

Attracting passengers by improving customer service

Passengers are satisfied with the product provided by  Tokyo Metro and they will continually and proactively choose to use Tokyo Metro.



“Safety”, “Security” and “Punctuality”
are **fundamentals** of **railway operation**



Improving service
Grasp customers' needs
Incorporate customers' voice into services

In Order to Improve Service, we must-

Grasp customers' needs

- **Develop a system that makes it easy for customers to voice their opinion**
- **Make customers' voice easily accessible to all employees, from staff to executive class**

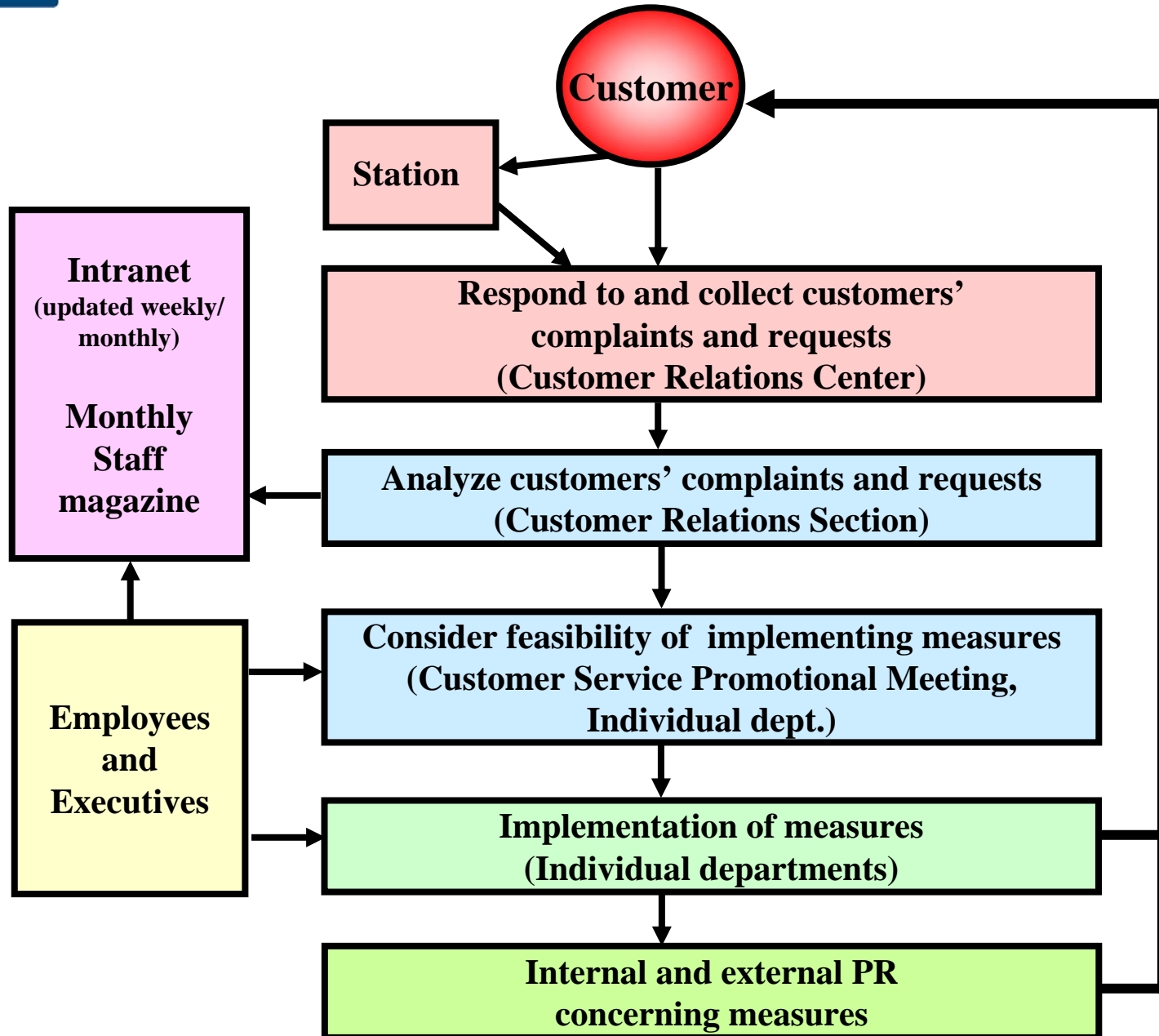
Incorporate customers' voice into services

- **Make it easy for each department to incorporate customers' voice into services**

Follow-up

- **Ascertain which measures are feasible to implement, based on customers' suggestions, and inform customer of the outcome**

Structure for Improving Customer Service





Customers' Voice for 2005

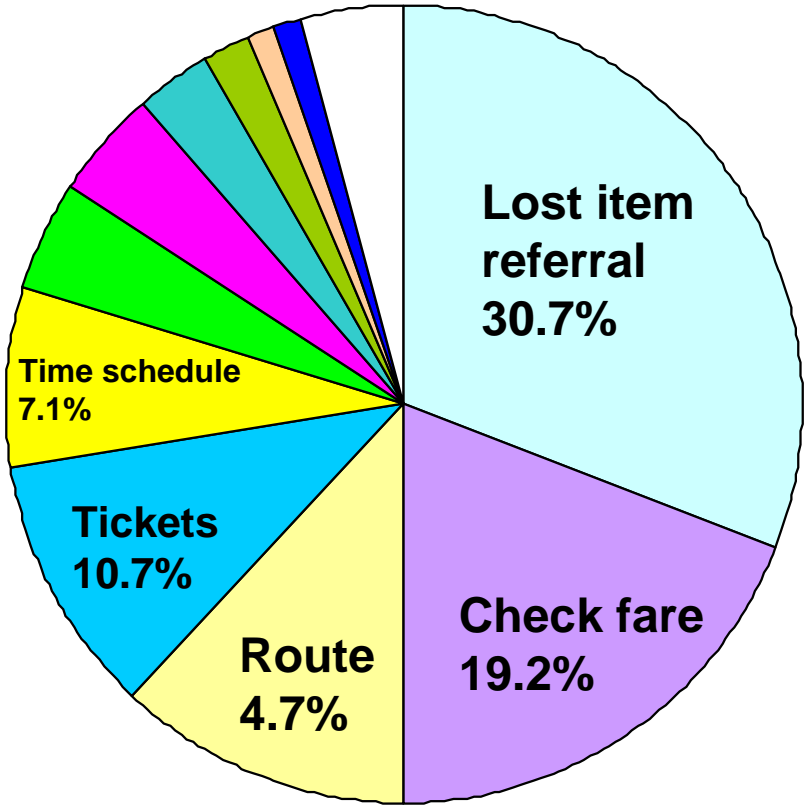
Total number of contacts

	Number	Ratio
Telephone	78,712	88.4%
E-mail	8,330	9.4%
Via station	1,877	2.1%
Letter	171	0.1%
Total	89,090	100.0%

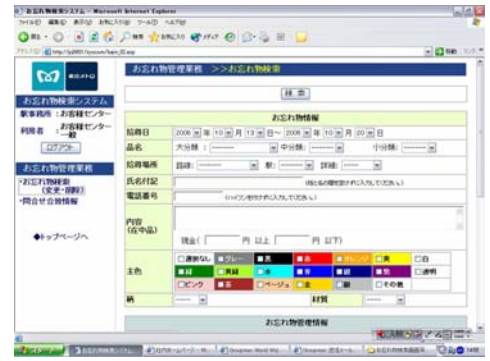
Category breakdown

	Number	Ratio
Inquiries	81,672	91.7%
Complaints & Requests	7,160	8.0%
Praise & Gratitude	258	0.3%
Total	89,090	100.0%

Types of Inquiries



Database for lost & found items



- New system greatly reduced time required to search
- Ease customers' anxiety

New sign system

- Information conveyed to customers is sorted by color
- Easier to understand

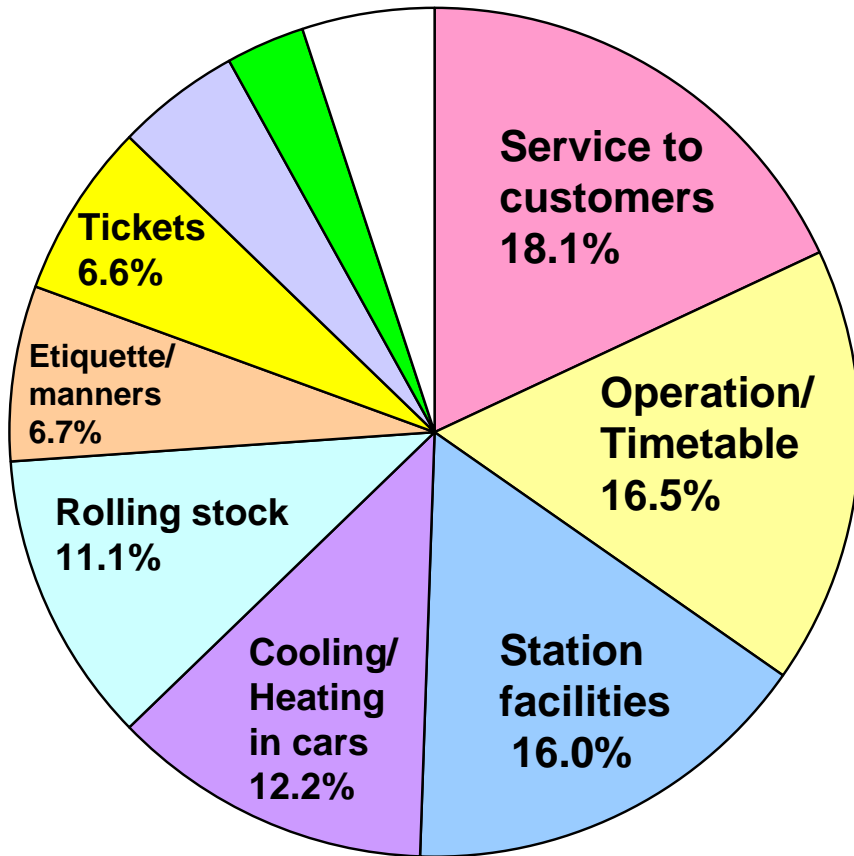


Signs on the platform for alighting passengers

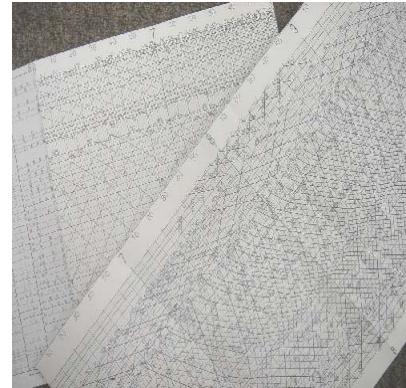


Guidance for exits or transfers

Contents of Complaints & Requests



Timetable revision



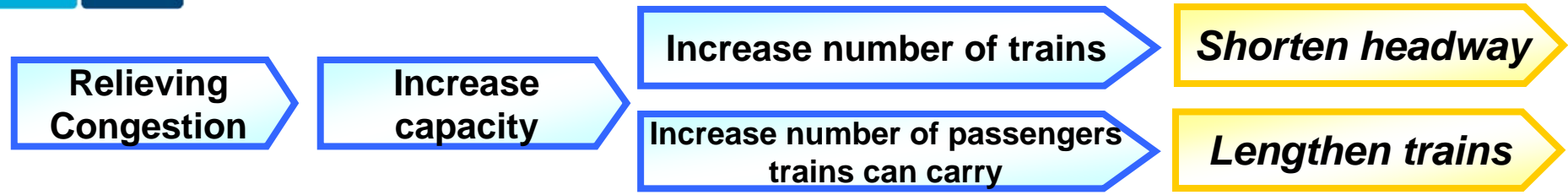
- Increase number of trains
→ Shortening headway
- Extension of lines
→ Improve convenience
- *Aiming to be even more convenient and user-friendly*

Increased number of Automatic fare gates



- Smoother passage
- *Aiming to be even more comfortable*

Measures for relieving congestion



Line	Capacity at opening	Capacity at present	Signaling system
Ginza	1939 1, 2, 3 Cars 24 Trains (2' 30" HW)	6 Cars 30 Trains (2' 00" HW)	New CS-ATC 33 Trains (1' 50" HW)
Marunouchi	1954 3 Cars 18 Trains (3' 30" HW)	6 Cars 32 Trains (1' 50" HW)	New CS-ATC 33 Trains (1' 50" HW)
Hibiya	1961 2 Cars 15 Trains (4' 00" HW)	8 Cars 28 Trains (2' 10" HW)	New CS-ATC 30 Trains (2' 00" HW)
Tozai	1964 3 Cars 12 Trains (5' 00" HW)	10 Cars 27 Trains (2' 15" HW)	WS-ATC 27 Trains (2' 15" HW)
Chiyoda	1969 3 Cars 12 Trains (5' 00" HW)	10 Cars 29 Trains (2' 05" HW)	New CS-ATC 30 Trains (2' 00" HW)
Yurakucho	1974 5 Cars 20 Trains (3' 00" HW)	10 Cars 24 Trains (2' 30" HW)	New CS-ATC 30 Trains (2' 00" HW)
Hanzomon	1978 6 Cars 15 Trains (4' 00" HW)	10 Cars 28 Trains (2' 10" HW)	New CS-ATC 30 Trains (2' 00" HW)
Namboku	1991 4 Cars 12 Trains (5' 00" HW)	6 Cars 15 Trains (4' 00" HW)	New CS-ATC 24 Trains (2' 30" HW) 8

※ The conversion of Tozai line from WS-ATC to CS-ATC will be completed by March 2007.

Measures for relieving congestion

Shorten headway

**Methods of handling
boarding and
alighting passengers**

**Acceleration of
boarding/alighting by staff**

**Asking passengers
to line up to board**

Passenger seat layout

**Acceleration of
boarding/alighting by staff**

**Asking passengers
to line up to board**

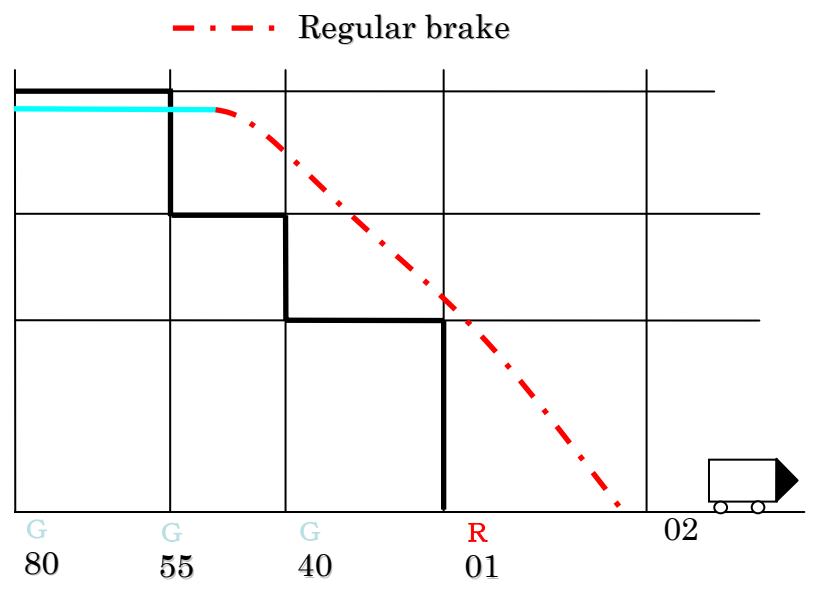
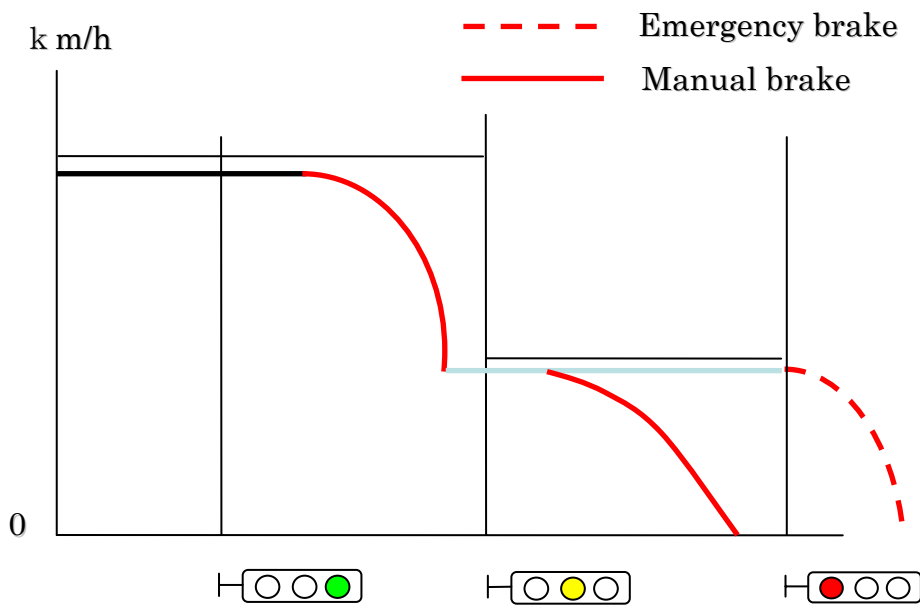
Passenger seat layout





Thank you for your attention!!

Comparing WS-ATC to CS-ATC



WS-ATC
(WaySide-AutomaticTrain Control)

CS-ATC
(Cab Signal - Automatic Train Control)

