

Together with Our Customers

Assuring All Passengers a Pleasant Flight



Universal Design Coordinator

Universal Design Coordinator is a qualification sponsored and accredited by the Institute of Advanced Studies in Universal Design, a nonprofit organization (NPO) certified by the Cabinet Office in Japan. The qualification attests that the holder has specialized knowledge of areas including social welfare and medicine, understands universal design theory and can utilize this in products and services.

Care-Fitters

The notion of being a “care-fitter” is one that originated in Japan and is directed at acquiring particular skills by those who frequently deal with senior citizens and people with disabilities. To this end, a care-fitter qualification is awarded by the Nippon Care-Fit Service Association, an NPO. JAL Group employees with the qualification wear identifying badges so that customers requiring their assistance may easily recognize them.



Automatic check-in terminals with easy-to-understand signs

Universal Design as a Guiding Principle

The customers of the JAL Group represent a broad cross section of society and as such have a diverse range of needs based on such factors as age, how frequently they fly, language, cultural background and physical ability. We are implementing universal design as a guiding principle to provide secure and pleasant travel for all our customers.

Our universal design philosophy goes beyond increasing the legibility of airport signs or modifying facilities to make them easier to use. By being sensitive to any inconvenience or stress to our customers, we endeavor to find ways that will help put them ever more at ease.

Universal Design Training

Since fiscal 2005, 205 of our employees have obtained the grade of Class 2 Universal Design Coordinator (see left). They are putting universal design into practice in the development and improvement of products and services. In fiscal 2007, we set up an e-learning course on the company’s intranet, enabling still more of our employees to understand the philosophy of universal design.

In addition, to be of service to our elderly and disabled customers, we have assigned 300 employees with Class 2 care-fitter (see left) qualifications to our 42 domestic airports.

More Than Just Equipment

Towards our goal of a people-friendly airport, we are taking a fresh look at the activities of passengers from the moment they arrive at the airport to when they board their plane. In line with this, we are making changes to our airport signs in terms of overall style and the use of imagery, coloring and lettering so as to make them easier to understand. In March 2007, we changed the signs on automatic check-in machines and around our check-in counters at Haneda Airport. From fiscal 2007 onwards, we will extend these improvements to Narita and other airports. We have also introduced knives for our inflight meals that are easier to use. In future, we plan to study how to offer meals that are easier for all our customers to eat, based on universal design.



Equipment Upgrade

Since fiscal 2005, we have been conducting surveys on the usability of our aircraft in active service. We have made repeated checks on the ease with which customers can use our equipment and whether the aircraft are work-friendly environments for cabin crew. With the introduction of new Boeing 737-800 aircraft, we have made toilet door handles more user-friendly and increased the legibility of the "occupied" signs. With the planned introduction of newly designed seats, we will change to personal-monitor controllers and seat-reclining buttons that are simpler to operate.



Easy-to-understand instructions for the seat and footrest

JAL Smile Support

For domestic flights, the JAL Group has established the Smile Support Desk to help passengers with special needs, such as passengers with children up to three years old, expectant mothers, children traveling alone and passengers over the age of 65. At this desk, we offer support to ensure a safe and comfortable journey. Full details are listed in our timetable, on our website and in pamphlets at airports.

● Smile Support Desk

☎0120-25-0001 (available daily from 06:30 to 22:00)



●●● Services for expectant mothers and passengers with young children



- Priority seating
- *Mama & Baby Odekake Guide* (in Japanese)
- Loan of strollers
- Priority boarding

Support for children traveling alone and passengers over the age of 65



- Priority seating
- Guidance to the arrivals lounge upon landing
- Original JAL toys for children

Priority Guest Support

In the JAL Group, we refer to passengers with disabilities and those with illness or injury as priority guests and give them precedence over our other customers. Established in 1994, the JAL Priority Guest Center responds flexibly to a variety of conditions, such as passengers suffering from panic syndrome, autism or kidney disease, or those fitted with pacemakers or artificial anuses. The Priority Guest Center is staffed by experienced employees who respond attentively to customer inquiries.

On international routes, the JAL Group provides special meals, such as for diabetics and for people on low-calorie diets. We also offer inflight explanations in Braille (Japanese language), boards for written communication, stretchers, onboard wheelchairs and toilets adapted for those using wheelchairs. Guide, service and hearing dogs may be taken on all flights.

FAX 0120-747-606 (reservations and information for those with hearing and speech disabilities)

● Priority Guest Center

<<http://www.jal.co.jp/en/jalpri>>

☎0120-747-707 (available daily from 09:00 to 17:00)

Responding to Customer Comments

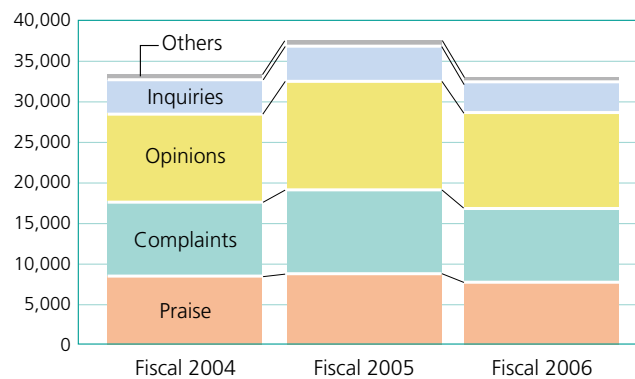


At our Customer Support Center, we endeavor to provide maximum satisfaction for our customers through sincere responses to the comments we receive and improved service.

In fiscal 2006, we received 32,263 customer comments via our toll-free comment line, e-mail, onboard comment cards and post. Each comment is treated as a vital asset for our business and a means to improve services and develop new products.

Breakdown of Customer Comments

Of the comments we received in fiscal 2006, 36% were general opinions, 27% complaints and 25% praise. The number of comments received was 88% that of the preceding year.



Examples of Customer Requests and Subsequent Improvements

Request

Please install wireless LAN Internet connections in your domestic-terminal lounges.

Improvement

Starting with our main domestic terminals (Haneda, Osaka, Sapporo and Fukuoka), we have launched a free wireless LAN service.

Request

Please introduce Class J on your small aircraft.

Improvement

We have introduced Class J on our 737-400 and MD-90 aircraft.

Request

Our family would like to be able to share the air miles that we have collected.

Improvement

We have created the JAL Card Family Program to enable family members to share their air miles.

Customer comments can be sent to us here:

<<http://www.jal.co.jp/en/information/index2.html>>.

Striving for Greater Customer Satisfaction

To understand our customers' needs more thoroughly and improve the quality of our products and services, we set up the Customer Satisfaction (CS) Improvement Division, which is under the direct supervision of JAL's president.

Service Improvement

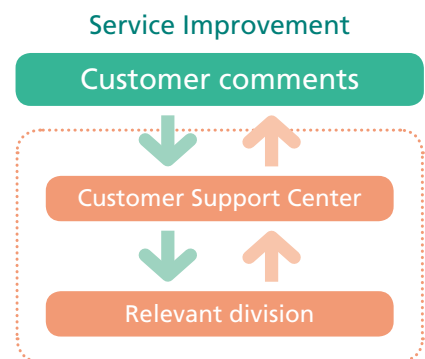
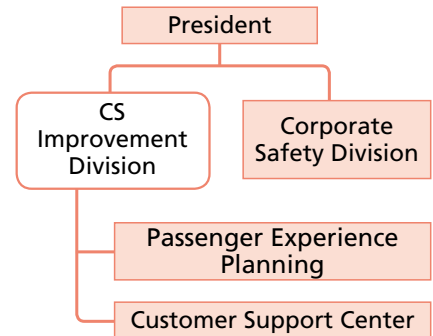
The customer comments we receive are collected and analyzed at our Customer Support Center. This information is then shared with relevant departments and used to improve our services.

Comments and inquiries concerning any of our services should be directed to this number:

☎0120-25-8600 (available weekdays from 09:00 to 17:00, except public holidays)
 Comment cards are also available onboard.

Service Improvements Led by Female Staff

To achieve a more balanced orientation of our work towards all customers, female JAL staff in February 2007 began working with individuals from outside the company to examine group products and services from a women's perspective (see box below).



Taking a Fresh Look at Products and Services

We recently set up the Artemis Project to think about how we can best take advantage of female perspectives to improve our products and services. Artemis was the Greek goddess of hunting and childbirth, and we chose to name our project after a symbol of womanhood. We intend to take a fresh look at all our products and services from a female perspective and do our best to find ways to improve them.



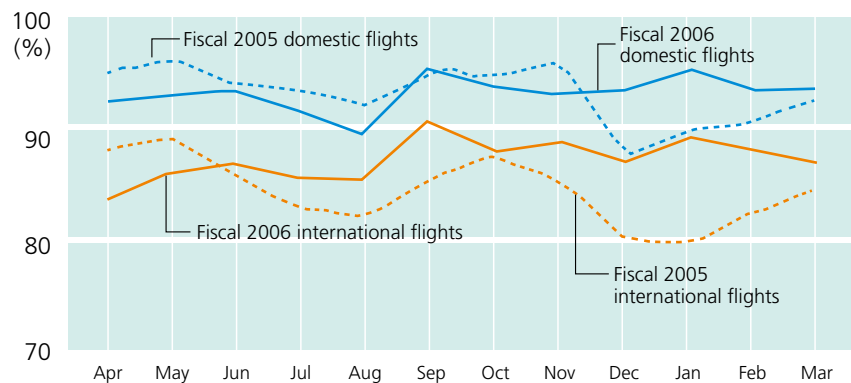
Chieko Nagasaka
 Passenger Experience Planning

Making Safe and Relaxed Travel a Reality



In fiscal 2006, JAL's on-time departure rate (the percentage of planes that left within 15 minutes of their scheduled departure time) was 93.1% for domestic flights and 87.1% for international flights. While still keeping safety our top priority, we will do our very best to improve this rate.

On-Time Departure Rates



Timely Departures

The JAL Group considers flight on-time performance a key indicator of service quality. Though there may sometimes be unavoidable reasons for delays, such as bad weather, punctuality is likely to be an important consideration for customers when selecting an airline.

Cooperation Improving Punctuality



In 2006, we set up the On-Time Performance Improvement Committee to enable airport staff to meet and exchange thoughts and perspectives on how to improve punctuality. The committee came up with many ideas, including changing the order of cabin-cleaning tasks upon arrival, making sure that cleaning begins earlier and working to provide more precise instructions so that passengers can board their planes smoothly. We intend to strengthen cooperation among the relevant departments and further improve customer satisfaction through on-time departures.

Kei Hideshima
JAL Sky Sapporo

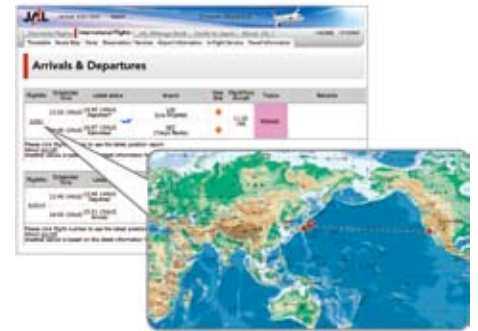
To improve our punctuality and help ensure customer satisfaction, we have established the On-time Performance Improvement Project so that the relevant divisions in our headquarters can work together, study the factors that impede punctuality and come up with solutions. In practice, this means sharing information between headquarters and on-site airport staff, adjusting flight schedules and ship routing to prevent delays, and improving the efficiency of baggage handling and customer assistance. Throughout this process, we conduct regular checks to ensure staff members always treat safety as their top priority.

Better Guidance for Arrivals and Departures

While there may at times be unavoidable reasons for flight delays, cancellations and route changes, at the JAL Group we do our best to convey accurate information to our customers as soon as possible.

During fiscal 2006, we redesigned the arrivals and departures section of our website to ensure it promptly displays the same information as our airport arrivals and departures boards. We also began a service for our domestic routes that allows JAL Mileage Bank members to receive rapid notification of delays and cancellations by e-mail. For our international routes, we introduced Sky Navigation, a 24-hour automatic telephone service providing arrivals and departures information.

In fiscal 2007, we plan to extend our e-mail information services. At the same time, we will increase the number of information displays around check-in counters and boarding gates at our main domestic airports. We will improve our facilities to give customers access to prompt and regular information on their flights.



Improving Passenger Announcements

Until recently, passenger announcements by our flight crew consisted mainly of greetings or were to inform passengers about flight routes. In 2004, JAL reviewed the content of passenger announcements, and since then we have endeavored to provide detailed information concerning flight operations. Specialized information is provided by our flight crew at times when passengers may feel uneasy, such as in periods of turbulence and with unusual occurrences during the flight.

In 2006, we analyzed passenger opinions about our inflight announcements and shared this data among flight crews to improve the quality of these announcements.

We will continuously try to improve the quality of our announcements so that our passengers can feel more secure and relaxed on our flights.

Reassuring Announcements

We used to receive comments from passengers saying they had been scared or felt uneasy during periods of turbulence. Recently though, we have received positive comments from our passengers, indicating that because of the inflight announcements they felt reassured. But we will never end our efforts to improve the quality of our passenger announcements and through these announcements will always try to decrease any sense of unease among our passengers.

Takeshi Koshiishi
A300-600 captain

