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Service Productivity & Innovation for Growth (SPRING)

## Results of the JCSI (Japanese Customer Satisfaction Index) Survey for FY2009 ~ Opinions from a total of 100,000 users regarding prime businesses across 29 key segments of the service industry ~

Service Productivity & Innovation for Growth (SPRING; chaired by Mr. Jiro Ushio, chairman and CEO of Ushio Inc.) announced the FY 2009 results of the "JCSI" (Japanese Customer Satisfaction Index), Japan's first cross-industry index for comparison and analysis. The results and overview of this survey are presented herewith, including data on the top corporations in terms of customer satisfaction from among 291 companies in 29 key segments of Japan's service industry.

Following a two-year period of development beginning in 2007, the first practical implementation of JCSI began in 2009, with surveys implemented three times yearly so as to provide thorough coverage of the service industry.

In contrast to conventional rankings, use of the JCSI opens up the possibility for firms to learn from the business models of outstanding companies inside and outside their industries. It is anticipated that this cross-industrial competition for service products will trigger productivity improvements throughout the service industry.

(\* This project was commissioned by the Ministry of Economy, Trade and Industry (METI) and has been carried out by SPRING.)

### ■Outline of Survey Results

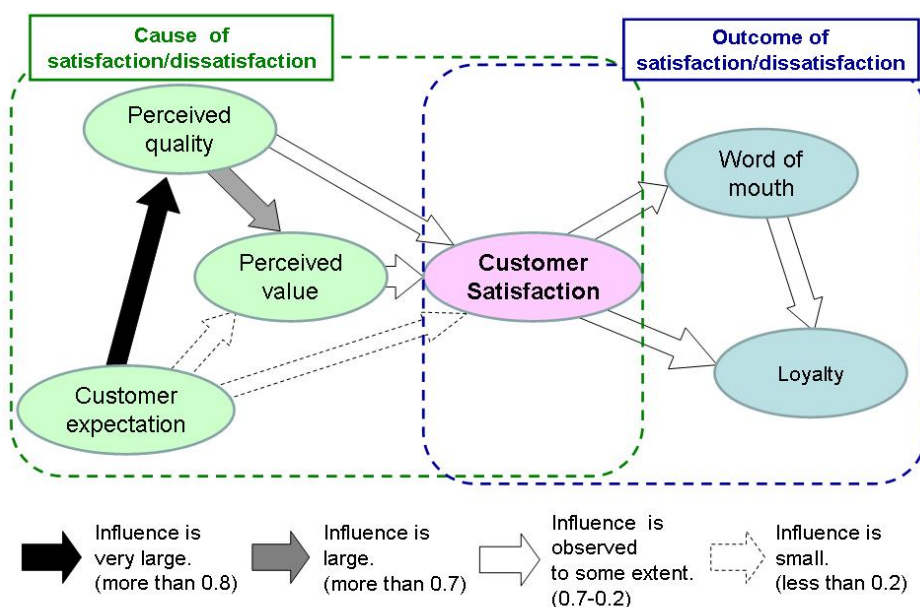
1. Of the 291 companies surveyed, the highest-ranking companies with the most highly-appraised levels of customer satisfaction were 'Tokyo Disney Resort' (first place in the Leisure event industry) in 1<sup>st</sup> place overall, followed by 'EC Current' (first in the Online and catalog retail industry) in 2<sup>nd</sup> place, and Akindo Sushiro (first in the Restaurant industry) in 3<sup>rd</sup> place.
2. Of the 29 industry segments surveyed, the industry (\*) with the highest level of customer satisfaction was the 'Online and catalog retail industry,' followed by the 'Travel Agency industry' and the 'Nursing care service industry.'  
\* The order when comparing the 'median values' (the index of the company holding the median position in terms of customer satisfaction within each industry) for each industry.
3. Of the Top 50 companies in terms of customer satisfaction levels, 11 spots were held by companies in the 'Online and catalog retail industry,' a result symbolic of this industry's growth in recent years.
4. As for areas other than customer satisfaction levels (\*), 'Rakuten Travel' was the company with the most highly-appraised level of willingness to use successively (loyalty), while 'Tokyo Disney Resort' had the highest value for Word of mouth recommendations.  
\* JCSI is a diagnostic system that enables multilateral assessment of services in each industry and from each company. The survey comprises a total of 6 indices. Aside from 'Customer Satisfaction,' the other indices are 'Customer expectation,' 'Perceived quality,' 'Perceived value,' 'Word of mouth,' and 'Loyalty.'

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## ■ Characteristics of JCSI

1. The JCSI survey asks customers/users to evaluate each company's service by administering the same survey questions regardless of industry segment and then creates indices based on the data. As a result, comparison and analysis between difficult industry segments become possible.
2. The JCSI provides not only satisfaction indices, but also clarifies the relationship between "cause" (what makes customers satisfied/dissatisfied) and "effect" (what kind of outcome customer satisfaction/dissatisfaction generates).
3. As the JCSI provides results of multilateral data analysis, it is anticipated that industries and companies will be able to utilize the data individually for the purpose of formulating a specific management improvement strategy.

### [JCSI's causal model diagram]



Each arrow represents "psychological movement."

The black arrow indicates that the relationship is especially strong in all the industry segments.

Numbers are "path factors"; these are effect indicators representing the size and strength of factors.

JCSI surveys 6 areas, including the causes and effects of customer satisfaction, and converts these to index form for the purpose of performing a multilateral assessment of services.

In addition to the assessment of these 6 areas, comparison and analysis of the cause-effect relationships between each of these areas enables users to ascertain reasons behind fluctuations in a company's satisfaction levels, or to analyze the user trends that follow.

### [The 6 areas converted to Indices by JCSI] (refer to page 12 for further details about the survey questions)

**Customer expectation:** Indicates the user's preconceived impressions, expectations /anticipation prior to using a service.

**Perceived quality:** Indicates the user's perceptions of quality after actually using a service.

**Perceived value:** Indicates the user's level of satisfaction and cost performance in terms of the quality of the service for the service cost.

**Customer satisfaction:** Indicates the level of satisfaction felt when using the service.

**Word of mouth:** Indicates whether a user would recommend the service positively to others.

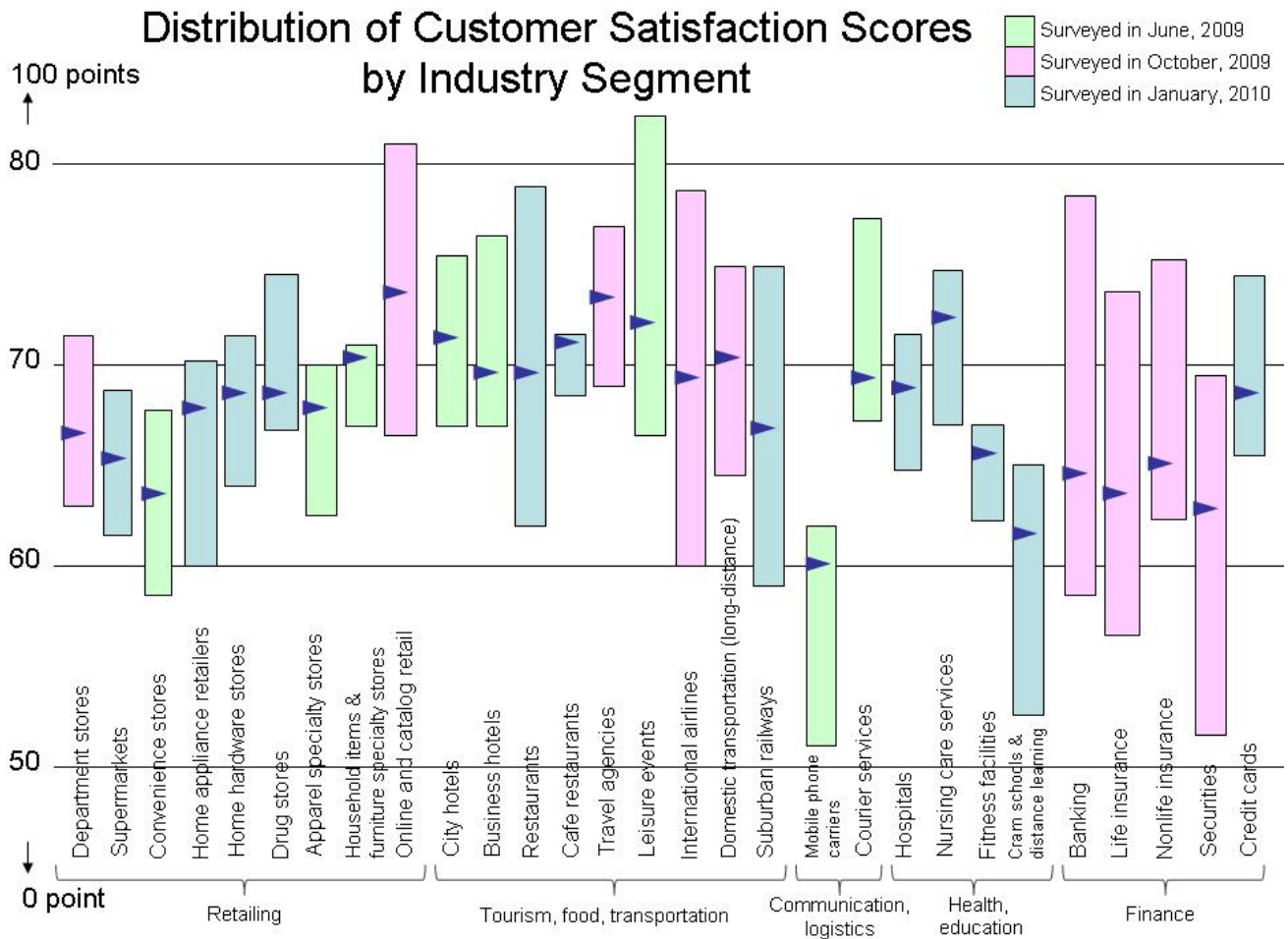
**Loyalty:** Indicates whether a user would like to continue to use the service in the future, and/or their willingness to use the service more frequently.

# I. Survey Results

## 1. Comparison of Customer Satisfaction Scores by Industry Segment

The scores for 'Customer Satisfaction Levels' for the 29 key industry segments in FY 2009 were distributed as shown below.

According to the 'median value ( ▶ )' indicating the state of each industry segment, the three highest-scoring segments, in order, were 'online and catalog retail,' 'travel agencies' and 'nursing care services.'



### [Chart Legend]

- In this bar chart, the company receiving the highest customer satisfaction score in the industry segment is positioned at the top of each bar, while the company receiving the lowest customer satisfaction score is positioned at the bottom of each bar. The length of the bar graph indicates the dispersion of the assessments for each company within the industry segment.
- The median value ( ▶ ) indicates the position of the company holding the median customer satisfaction level in each industry, (for example, the company positioned 4<sup>th</sup> in the case of 7 companies in a segment, or the intermediate value of the 4<sup>th</sup> and 5<sup>th</sup> companies in the case of an 8-company segment). When comparing the customer satisfaction levels of different industry segments, this median value becomes the standard for comparison and contrast.
- As indicated by the three distinct colors in the chart, the survey was implemented 3 times during FY 2009. Please refer to page 9 for details of when each survey was carried out.

## 2. Top 50 Companies in the Customer Satisfaction Ranking

Order	Name of company	Customer Satisfaction Index	Name of industry
1	Tokyo Disney Resort	82.3	Leisure event industry, 1st place
2	EC Current	81.1	Online and catalog retail industry, 1st place (online shopping)
3	Akindo Sushiro	78.8	Restaurant industry, 1st place (Sushi restaurant chain)
4	SBI Sumishin Net Bank	78.6	Banking industry, 1st place
5	Singapore Airlines	78.5	International airline industry, 1st place
6	Japanet Takata	77.7	Online and catalog retail industry, 2nd place (TV shopping)
7	Amazon	77.6	Online and catalog retail industry, 3rd place (online shopping)
8	Yamato Transport	77.1	Courier service industry, 1st place
9	Rakuten Travel	76.9	Travel agency industry, 1st place (online store)
10	Jalan	76.8	Travel agency industry, 2nd place (online store)
11	Ikyu	76.7	Travel agency industry, 3rd place (online store)
12	DHC	76.6	Online and catalog retail industry, 4th place (online shopping)
13	Super Hotel	76.5	Business hotel industry, 1st place
13	Kura Zushi	76.5	Restaurant industry, 2nd place (Sushi restaurant chain)
15	Senshukai	75.9	Online and catalog retail industry, 5th place (catalog shopping)
16	Saizeriya	75.8	Restaurant industry, 3rd place (family restaurant)
17	Imperial Hotel	75.3	City hotel industry, 1st place
18	National Federation of Workers and Consumers Insurance Cooperatives (ZENROSAI) (Nonlife insurance)	75.2	Nonlife insurance industry, 1st place (Mutual Assistance Insurance)
19	Highway bus	75.1	Domestic transportation (long-distance) industry, 1st place
20	Hankyu Railway	74.9	Suburban railway industry, 1st place
20	Gyoza no Ohsho	74.9	Restaurant industry, 4th place
20	Kappa Zushi	74.9	Restaurant industry, 4th place
23	Star Flyer	74.7	Domestic transportation (long-distance) industry, 2nd place
24	Soyokaze	74.6	Nursing care service industry, 1st place (home nursing care)
24	ANA	74.6	Domestic transportation (long-distance) industry, 3rd place
26	Tsukui	74.5	Nursing care service industry, 2nd place (home nursing care)
27	Rakuten Card	74.4	Credit card industry, 1st place
28	Starwood Hotels and Resorts (e.g. Sheraton Hotels)	74.3	City hotel industry, 2nd place
28	CAWACHI	74.3	Drug store industry, 1st place
30	Bikkuri Donkey	74.2	Restaurant industry, 6th place (family restaurant)
31	Okura Hotels & Resorts	74.1	City hotel industry, 3rd place
31	cecile	74.1	Online and catalog retail industry, 6th place (catalog shopping)
31	HIS (online)	74.1	Travel agency industry, 4th place (online store)
34	Sukiya	74.0	Restaurant industry, 7th place (Japanese fast food restaurant)
35	Aflac	73.7	Life insurance industry, 1st place
35	Nissen (catalog)	73.7	Online and catalog retail industry, 7th place (catalog shopping)
37	Yazuya	73.6	Online and catalog retail industry, 8th place (online shopping)
38	AEON Card	73.4	Credit card industry, 2nd place
38	Kinki Nippon Tourist	73.4	Travel agency industry, 5th place (real store)
38	Belle Maison	73.4	Online and catalog retail industry, 9th place (online shopping)
38	Sony Bank	73.4	Banking industry, 2nd place
42	Royal Park Hotel	73.3	City hotel industry, 4th place
42	Rakuten Ichiba	73.3	Online and catalog retail industry, 10th place (online shopping)
44	Mos Burger	73.2	Restaurant industry, 8th place (fast food restaurant)
45	National Federation of Workers and Consumers Insurance Cooperatives (ZENROSAI) (Life insurance)	73.1	Life insurance industry, 2nd place
46	Keio	73.0	Suburban railway industry, 2nd place
46	Nippon Travel Agency	73.0	Travel agency industry, 6th place (real store)
48	Route Inn	72.9	Business hotel industry, 2nd place
48	Hyatt Hotels and Resorts	72.9	City hotel industry, 5th place
50	Yodobashi.com	72.6	Online and catalog retail industry, 11th place (online shopping)
50	Sony Assurance	72.6	Nonlife insurance industry, 2nd place
50	Hotel New Otani	72.6	City hotel industry, 6th place
50	Sony Life Insurance	72.6	Life insurance industry, 3rd place

These are the top-ranked 50 companies in terms of 'Customer Satisfaction Levels,' from among the 291 companies surveyed and indexed in FY 2009 across 29 key industry segments.

Eleven of the top 50 positions are held by companies in the online and catalog retail industry.

### Legend :

The pink sections in the graph depict the top company in each industry segment.

Scores are rounded off to the nearest tenth.

Some of the company names listed may include store names or service names.

### 3. The Top-ranked Companies in each Industry Segment in terms of Customer Satisfaction Levels

The companies with the highest customer satisfaction level rankings in each of the 29 key industry segments are as indicated below.

For reference, each of the other 5 indices (aside from Customer Satisfaction) is also presented.

\* Please refer to pages 10 and 11 for details about the targeted companies surveyed in each industry.

Name of industry	Name of company	Customer Satisfaction	Customer expectation	Perceived quality	Perceived value	Word of mouth	Loyalty
Department stores	Isetan	71.5	70.8	71.4	67.7	59.8	60.9
Supermarkets	AEON	68.7	65.3	66.9	66.4	58.6	57.5
Convenience stores	Seven-Eleven	67.6	62.6	69.0	63.3	57.2	60.2
Home appliance retailers	K's Denki	70.2	65.5	68.0	68.9	59.8	61.0
Home hardware stores	Homac	71.7	66.0	68.0	69.1	55.4	63.4
Drug stores	CAWACHI	74.3	65.7	71.1	72.6	59.4	64.4
Apparel specialty stores	UNIQLO	70.0	60.6	66.9	72.4	57.6	55.5
Household items & furniture specialty stores	Nitori	70.7	65.5	66.5	70.5	57.7	57.0
Online and catalog retail	EC Current	81.1	71.1	78.1	77.7	60.8	59.8
City hotels	Imperial Hotel	75.3	78.3	79.2	69.6	71.9	59.9
Business hotels	Super Hotel	76.5	65.1	73.0	78.0	64.2	63.0
Restaurants	Akindo Sushiro	78.8	68.1	72.6	78.7	54.3	63.5
Cafe restaurants	TULLY'S COFFEE	71.7	69.0	73.7	64.4	61.1	57.1
Travel agencies	Rakuten Travel	76.9	67.6	72.6	73.4	63.5	72.2
Leisure events	Tokyo Disney Resort	82.3	81.4	84.3	71.7	72.9	69.3
International airlines	Singapore Airlines	78.5	74.7	76.3	74.0	68.7	63.2
Domestic transportation (long-distance)	Highway bus	75.1	56.8	66.5	75.3	58.6	59.5
Suburban railways	Hankyu Railway	74.9	67.0	73.6	71.0	65.5	61.9
Mobile phone carriers	NTT docomo	62.0	62.5	67.2	50.2	58.4	57.1
Courier services	Yamato Transport	77.1	78.3	78.6	70.2	65.2	65.5
Hospitals	Japanese Red Cross Hospitals	71.4	71.3	71.6	67.2	60.6	61.8
Nursing care services	Soyokaze	74.6	68.9	73.0	70.1	63.7	62.3
Fitness facilities	Tipness	67.1	66.3	65.8	59.6	60.2	60.0
Cram schools & distance learning	KUMON	65.0	65.2	65.3	58.8	56.3	48.0
Banking	SBI Sumishin Net Bank	78.6	68.7	72.2	72.7	60.6	64.2
Life insurance	Aflac	73.7	68.7	74.6	69.2	64.5	55.2
Nonlife insurance	National Federation of Workers and Consumers Insurance Cooperatives (ZENROSAI)	75.2	68.2	72.1	72.5	59.9	64.9
Securities	Matsui Securities	69.4	65.7	68.2	68.5	55.7	62.4
Credit cards	Rakuten Card	74.4	64.9	72.4	70.0	54.3	65.8

#### 4. Top 10 Companies Ranked for Each of Six Indexes

The following tables show the top 10 companies based on the index scores calculated for each of the six indexes constituting the JCSI.

##### [Customer expectation: Expectation/anticipation prior to use - Top 10 companies]

Order	Name of company	"Expectation" Index	Name of industry
1	Tokyo Disney Resort	81.4	Leisure events
2	Yamato Transport	78.3	Courier services
3	Imperial Hotel	78.3	City hotels
4	Singapore Airlines	74.7	International airlines
5	Starwood Hotels and Resorts (e.g. Sheraton Hotels)	73.7	City hotels
6	DHC	72.8	Online and catalog retail (online shopping)
6	Okura Hotels & Resorts	72.8	City hotels
8	Hilton Hotels	72.7	City hotels
8	Hyatt Hotels and Resorts	72.7	City hotels
10	ANA	72.5	Domestic transportation (long-distance)

Five companies in the city hotel industry ranked in the Top 10.

It can be surmised that the brand values of the top companies in the "Customer expectation" ranking have been recognized by users.

##### [Perceived quality: Quality evaluation at time of use - Top 10 companies]

Order	Name of company	"Quality" Index	Name of industry
1	Tokyo Disney Resort	84.3	Leisure events
2	Imperial Hotel	79.2	City hotels
3	Yamato Transport	78.6	Courier services
4	EC Current	78.1	Online and catalog retail (online shopping)
5	DHC	77.2	Online and catalog retail (online shopping)
6	Senshukai	76.9	Online and catalog retail (catalog shopping)
7	Okura Hotels & Resorts	76.8	City hotels
8	Hyatt Hotels and Resorts	76.7	City hotels
9	Japanet Takata	76.4	Online and catalog retail (TV shopping)
10	Singapore Airlines	76.3	International airlines

This ranking highlights the presence of four companies in the online and catalog retail industry and three companies in the city hotel industry.

##### [Perceived value: Satisfaction in terms of price - Top 10 companies]

Order	Name of company	"Value" Index	Name of industry
1	Akindo Sushiro	78.7	Restaurants (Sushi restaurant chain)
2	Super Hotel	78.0	Business hotels
3	EC Current	77.7	Online and catalog retail (online shopping)
4	Saizeriya	77.6	Restaurants (restaurant)
5	Kura Zushi	77.1	Restaurants (Sushi restaurant chain)
6	Amazon	76.9	Online and catalog retail (online shopping)
7	Sukiya	76.7	Restaurants (Japanese fast food restaurant)
8	Gyoza no Ohsho	75.6	Restaurants (restaurant)
9	Kappa Zushi	75.5	Restaurants (Sushi restaurant chain)
10	Japanet Takata	75.4	Online and catalog retail (TV shopping)

Six companies in the restaurant industry, including three Sushi restaurant chains, are high in the ranking.

This index "Perceived value" does not simply reflect inexpensiveness, but rather means "Value paid for quality" – that is,

cost performance or affordability, which are decided solely based on relative comparison with quality.

##### [Customer Satisfaction: Top 10 companies]

\* See "Top 50 Companies in the Customer Satisfaction Ranking" on page 4.

**[Word of mouth: Level of recommendation - Top 10 companies]**

Order	Name of company	"Word of mouth" Index	Name of industry
1	Tokyo Disney Resort	72.9	Leisure events
2	Imperial Hotel	71.9	City hotels
3	Starwood Hotels and Resorts (e.g. Sheraton Hotels)	70.3	City hotels
4	Okura Hotels & Resorts	70.2	City hotels
5	Royal Park Hotel	69.7	City hotels
6	Singapore Airlines	68.7	International airlines
7	Hotel New Otani	68.1	City hotels
8	Hilton Hotels	68.0	City hotels
9	Hyatt Hotels and Resorts	67.3	City hotels
9	RIHGA Royal Hotels	67.3	City hotels

The ranking is dominated by eight companies in the city hotel industry, which is particularly remarkable.

**[Loyalty: Level of willingness to use successively - Top 10 companies]**

Order	Name of company	"Loyalty" Index	Name of industry
1	Rakuten Travel	72.2	Travel agencies (online store)
2	Jalan	71.8	Travel agencies (online store)
3	Ikyu	69.4	Travel agencies (online store)
4	Tokyo Disney Resort	69.3	Leisure events
4	ANA Card	69.3	Credit cards
6	HIS (online)	66.7	Travel agencies (online store)
7	ANA	66.0	Domestic transportation (long-distance)
8	Rakuten Card	65.8	Credit cards
9	Yamato Transport	65.5	Courier services
10	Rakuten Ichiba	65.4	Online and catalog retail (online shopping)

Travel-related industries/companies dominate the ranking. It is particularly notable that four companies operating "online trip reservation websites" in the travel agency industry are ranked in the Top 10.

## 5. Multilateral Assessment of Each Industry

The following table shows the median values of six indexes across 29 industries surveyed in FY2009. In this report, the median values in each industry are used when comparing the assessment of each industry multilaterally.

Name of industry	Customer Satisfaction	Customer expectation	Perceived quality	Perceived value	Word of mouth	Loyalty
Department stores	66.7	65.2	66.5	64.2	57.2	56.2
Supermarkets	65.2	61.4	63.7	63.3	56.3	54.0
Convenience stores	63.4	56.9	63.0	61.2	53.2	54.4
Home appliance retailers	67.7	64.9	66.7	66.0	58.4	59.1
Home hardware stores	68.3	62.7	65.8	66.3	55.0	58.8
Drug stores	68.5	62.8	65.8	67.7	58.2	58.4
Apparel specialty stores	67.7	60.7	64.6	66.1	58.2	50.8
Household items & furniture specialty stores	70.2	67.0	68.2	66.4	59.5	55.4
Online and catalog retail	73.4	67.8	73.3	70.1	61.2	60.7
City hotels	71.3	70.8	74.7	67.4	67.3	58.1
Business hotels	69.5	64.7	68.5	69.9	62.8	58.7
Restaurants	69.6	63.9	68.3	71.4	55.9	58.9
Cafe restaurants	71.1	66.0	69.5	65.8	59.0	56.3
Travel agencies	73.2	67.9	72.0	72.3	59.2	64.0
Leisure events	71.9	64.2	69.0	62.1	60.8	59.1
International airlines	69.4	64.7	66.8	67.0	61.6	54.8
Domestic transportation (long-distance)	70.3	63.2	67.5	65.7	59.4	59.0
Suburban railways	66.6	59.1	65.2	60.0	56.0	58.8
Mobile phone carriers	60.0	57.9	59.0	52.7	48.3	51.0
Courier services	69.2	68.3	69.2	67.3	58.6	54.5
Hospitals	68.6	68.1	69.0	65.4	61.7	60.6
Nursing care services	72.3	68.9	69.8	68.8	63.7	59.4
Fitness facilities	65.5	64.6	65.7	59.1	60.2	59.1
Cram schools & distance learning	61.5	64.9	64.6	58.8	57.4	45.5
Banking	64.3	60.9	64.0	60.3	54.0	53.3
Life insurance	63.6	64.2	63.6	60.0	54.7	46.1
Nonlife insurance	65.1	65.1	66.6	61.6	57.4	58.4
Securities	62.7	62.3	63.1	59.8	53.0	54.7
Credit cards	68.3	64.3	69.1	64.3	54.1	62.3

\* The "median value" calculated for each industry indicates the score earned by the company falling in the middle of the ranking for each index (or the intermediate value of two companies falling in the middle of the ranking in the case of an even number of companies).

## II. Survey Methodology

### 1. Survey period, industries targeted for the survey, and number of respondents

In FY 2009, the survey was conducted in three batches according to the following schedule. The total number of respondents was **105,127**.

- **1st Survey (June-July, 2009)**
  - Industries targeted for indexation: 8 industries, 64 companies / Total number of respondents: 24,586
    - Convenience stores, Apparel specialty stores, Household items & furniture specialty stores, Business hotels, City hotels, Courier services, Mobile phone carriers, Leisure events
- **2nd Survey (October-November, 2009)**
  - Industries targeted for indexation: 9 industries, 108 companies / Total number of respondents: 38,292
    - Department stores, Online and catalog retail businesses, Travel agencies, Domestic transportation (long-distance), International airlines, Banking, Life insurance, Nonlife insurance, Securities
- **3rd Survey (January-February, 2010)**
  - Industries targeted for indexation: 12 industries, 119 companies / Total number of respondents: 42,249
    - Supermarkets, Home appliance retailers, Home hardware stores, Drug stores, Restaurants, Cafe restaurants, Suburban railways, Hospitals, Nursing care services, Fitness facilities, Cram schools & distance learning, Credit cards, Other retailers

### 2. Survey methodology

The survey was conducted with online study subjects (Respondents were selected through 2 stages: The number of respondents indicated here is calculated based on those participated in the 1st selection)

- About 600,000 study subjects participated in the 1st selection stage: They were randomly selected from all study subjects (approx. 1,500,000) taking into account the population composition by age, sex, and residential area. In this stage, study subjects were asked whether or not they had ever utilized the types of services covered by the survey.
- About 70,000 study subjects participated in the 2nd selection stage: Only study subjects who had recently utilized services offered by companies covered by the survey were eligible for the 2nd stage (The total of a population targeted for selection, made up of those who answered whether or not they had ever utilized the services, was approx. 300,000). In this stage, they were asked to evaluate each service more specifically.
- About 25,000 study subjects participated in the main survey: More than 300 answers were obtained in regard to each company covered by the survey (The survey was discontinued once the targeted number of answers had been obtained.)
  - Based on each respondent's tendencies as observed in their answers, those who were highly likely to have given fraudulent answers were eliminated. The remaining respondents were regarded as proper respondents.

### 3. Number of questions

About 110 questions \* See page 12.

The 21 questions applicable to all industries/companies targeted for JCSI were included. The number of questions regarding each index was three or four. Each question used a 10-point scale for rating.

### 4. Indexation method

- The JCSI consists of 6 indexes such as "Customer Satisfaction" and calculates scores based on data collected by a questionnaire to create indexes on a scale from 0 to 100. When respondents are asked to answer each question concerning a certain company's service with a total score of 10 to constitute the index, and all of them give a perfect score, the company receives 100 points. On the contrary, if all of them give a score of 1, the company receives 0 points.

## 5. Companies Targeted For Indexation and Selection Criteria

The selection procedure of companies targeted for indexation is as follows:

- 1) Companies assumed to have more than a certain number of users in Japan are selected based on sales volume in each industry.

The number of candidates selected in this stage is about twice the number of companies targeted for indexation (about 5-15 companies) in each industry.

- 2) Candidates selected in the first stage are listed. Respondents are asked whether or not they have ever utilized services offered by these companies in the 1st selection according to the “Selection criteria for companies targeted for indexation (shown in the right-hand column in the following table).”
- 3) Companies with the largest number of users are selected in order as candidates for indexation. The main survey is conducted to ask respondents about their experience in using services offered by these companies in more detail.

\* In the following list, commonly-used or abbreviated names are used as each company's name.

Name of industry	Name of companies targeted for indexation	Selection criteria for companies targeted for indexation
Department stores	Takashimaya, Mitsukoshi, Sogo, Daimaru, Seibu, Isetan, Kintetsu, Tokyu, Hankyu, Matsuzakaya, Tobu, Odakyu, Hanshin, Marui	Used the company's services more than twice within the past six months, and paid more than 3,000 yen for services in a single transaction.
Supermarkets	AEON, Ito Yokado, Daiei, Seiyu, UNY, MYCAL, IZUMI, Heiwado, Izumiya, Life, Maruetsu, MaxValu, Tokyu Store, YAOKO	Used the company's services more than twice within the past three months, and paid more than 2,000 yen for services in a single transaction.
Convenience stores	Seven-Eleven, Lawson, FamilyMart, Circle K Sunkus, MINISTOP, Daily Yamazaki, am/pm, NEWDAYS	Used the company's services more than twice within the past month, and paid more than 200 yen for services in a single transaction.
Home appliance retailers	Yamada, EDION, Yodobashi, Kojima, K's Denki, Bic Camera, Best Denki, Joshin	Used the company's services more than twice within the past year, and paid more than 3,000 yen for services in a single transaction.
Home hardware stores	CAINZ HOME, Kohnan, KOMERI, Nafco, Homac, Keiyo, Kahma	Used the company's services more than twice within the past year, and paid more than 2,000 yen for services in a single transaction.
Drug stores	MatsumotoKiyoshi, CAWACHI, Sundrug, Sugi, Tsuruha Drug, DRUG SEIMS, HAC DRUG	Used the company's services more than twice within the past three months, and paid more than 1,000 yen for services.
Apparel specialty stores	UNIQLO, Shimamura, Aoyama Shoji, AOKI, Nishimatsuya, Right-on, GAP, MUJI, FIVE FOXes (COMME ÇA)	Used the company's services more than twice within the past year, and paid more than 1,000 yen for services in a single transaction.
Household items & furniture specialty stores	Ryohin Keikaku, Loft, Nitori, Tokyu Hands, Otsuka Kagu	Used the company's services more than twice within the past year, and paid more than 1,000 yen for services in a single transaction.
Online and catalog retail businesses	Belle Maison, Nissen, Amazon, Rakuten Ichiba, Yahoo! Shopping, Yodobashi.com, EC Current, Yazuya, DHC, Belluna, Senshukai, Nissen (catalog), FELISSIMO, cecile, dinos, Jupiter Shop Channel, QVC Japan, Japanet Takata	Used the company's services more than twice within the past six months, and paid more than 3,000 yen for services in a single transaction.
City hotels	Prince Hotels & Resorts, Tokyu Hotels, Hankyu-Hanshin-Daiichi Hotel Group (formerly "Hankyu-Daiichi"), RIHGA Royal Hotels, Imperial Hotel, Okura Hotels & Resorts, Hotel New Otani, Keio Plaza Hotel, Royal Park Hotel, InterContinental Hotels, ANA Hotels, Nikko Hotels, Hotel Metropolitan, Starwood Hotels and Resorts (e.g. Sheraton Hotels), Hilton Hotels, Hyatt Hotels and Resorts	Used the company's services (mainly, accommodation services) in Japan more than twice within the past year, and made the payment either personally or charged as company expenses, but remember the amount of charge.
Business hotels	Washington Hotels, Toyoko Inn, Tokyu Inn, Super Hotel, Sunroute, APA Hotel, Chisun, Route Inn	Used the company's services more than twice within the past year.
Restaurants	Skylark, Denny's, Royal Host, Saizeriya, Joyfull, Bikkuri Donkey, COCO'S, Kappa Zushi, Akindo Sushiro, Kura Zushi, Gyoza no Ohsho, McDonald's, KFC, Mos Burger (Mos Food Services), Sukiya, Yoshinoya, Matsuya	Used the company's services more than twice within the past three months.
Cafe restaurants	Starbucks Coffee, DoutorCoffee, SAINTMARC CAFE, TULLY'S COFFEE, Mister Donut	Used the company's services more than twice within the past three months.
Travel agencies	JTB, Nippon Travel Agency, Kinki Nippon Tourist, Hankyu Travel, HIS, Rakuten Travel, Jalan, JTB (online store), HIS (online store), Ikyu	Used the company's services (travel arrangement with accommodation reservation) more than twice within the past year.

Leisure events	Tokyo Disney Resort (TDR), Universal Studios Japan (USJ), Watching professional baseball games, Watching J. League (football) matches, Other theme parks excluding TDR and USJ (*), Watching sports other than baseball and football (*), Watching movies (*), Watching stage performances (*) [The four categories marked with (*) were excluded from the ranking list]	Have done this activity more than twice within the past year.
International airlines	JAL, ANA, Northwest Airlines (Delta Air Lines), Korean Air, Asiana Airlines, United Airlines, Cathay Pacific Airways, Singapore Airlines, Lufthansa	Used the company's services more than twice within the past year.
Domestic transportation (long-distance)	JAL, ANA, Skymark Airlines, AIRDO, Star Flyer, East Japan Railway, Central Japan Railway, West Japan Railway, Kyushu Railway, Highway bus	Used the company's services more than twice within the past year.
Suburban railways	Keikyu, Tokyu, Odakyu, Keio, Seibu, Tobu, Keisei, East Japan Railway, Tokyo Metro, Tokyo metropolitan subway, Meitetsu, Nagoya municipal subway, Kintetsu, Central Japan Railway, Hankyu, Hanshin, Keihan, Osaka municipal subway, West Japan Railway, Nankai	Used the company's services more than twice within the past three months.
Mobile phone carriers	NTT docomo, au, Softbank Mobile, WILLCOM, EMOBILE	Have been using the company's services for more than three months and make the payment on your own / at your parents' or company's expenses, but know the amount of charge / for more than one mobile phone including family members' usage fees.
Courier services	Yamato Transport, Sagawa Express, Nippon Express, Fukuyama Transporting, Seino Transportation, Japan Post	Arranged dispatch of goods (small packets) more than twice within the past year.
Hospitals	Social Insurance Hospitals, Rosai (Workmen's Accident Compensation Insurance) Hospitals, Kyosai (Mutual Assistance Insurance) Hospitals, Agricultural Co-operative Association Hospitals, Japanese Red Cross Hospitals, Tokushukai Hospitals, Saiseikai Hospitals	Have been hospitalized / received medical care within the past two years.
Nursing care services	NichiiGakkan (home nursing care), Tsukui, Soyokaze, Yasashiite, NichiiGakkan (fee-based nursing home)	A family member(s) has used the company's services within the past two years.
Fitness facilities	KONAMI Sports Club, Central Sports, Renaissance, Tipness, Megalos, Tokyu Sports Oasis, Curves	Used the company's services more than twice within the past six months.
Cram schools & distance learning	KUMON, Eikoh, Toshin, Kawaijuku, SUNDAI, Meikogijuku, Gakken, Shinken Zemi, Z-KAI	Any of your children went to a cram school, or received distance learning within the past two years.
Banking	Japan Post Bank, Bank of Tokyo-Mitsubishi UFJ, Mizuho Bank, Sumitomo Mitsui Banking Corporation, Resona Bank, Bank of Yokohama, Shinsei Bank, Sony Bank, eBank, SBI Sumishin Net Bank, Japan Net Bank, Other credit unions (Shinkin Banks)	Use the mileage point program / own a bank account to receive a salary, or make an automatic payment / made fixed deposits or cumulative deposits / bought financial products (e.g. investment trusts, foreign currency deposits, and national bonds) / secured a housing or educational loan / received advice on asset formation (e.g. real estates and inheritances)
Life insurance	Nippon Life Insurance, Japan Post Insurance, Dai-Ichi Mutual Life Insurance, Meiji Yasuda Life Insurance, Sumitomo Life Insurance, Mitsui Life Insurance, Fukoku Mutual Life Insurance, Sony Life Insurance, Aflac, Alico Japan, National Mutual Insurance Federation of Agricultural Cooperatives (JA Kyosai), National Federation of Workers and Consumers Insurance Cooperatives (ZENROSAI)	Received insurance premiums or benefits within the past three years.
Nonlife insurance	Tokio Marine & Nichido Fire Insurance, Mitsui Sumitomo Insurance, Sompo Japan Insurance, Aioi Insurance, Nipponkoa Insurance, Nissay Dowa General Insurance, National Federation of Workers and Consumers Insurance Cooperatives (ZENROSAI), National Mutual Insurance Federation of Agricultural Cooperatives (JA Kyosai), Sony Assurance, Zurich Insurance, AXA Direct, Mitsui Direct	Have automobile insurance, and filed an insurance claim within the past three years / used automobile road services covered by the automobile insurance / own other insurance except for the automobile insurance (e.g. fire insurance and accident insurance).
Securities	Nomura Securities, Daiwa Securities, Nikko Cordial Securities, Mitsubishi UFJ Securities, Mizuho Securities, SBI Securities (formerly "E*Trade"), MONEX, Rakuten Securities (formerly "DLJ direct SFG Securities"), Matsui Securities, kabu.com Securities, Joinvest Securities	Buy and sell stocks / buy investment trusts or national bonds / deal in foreign exchange (FX) trading, or futures trading, margin trading / received information and advice on asset management
Credit cards	Mitsubishi UFJ NICOS (e.g. DC, NICOS), Mitsui Sumitomo VISA Card, JCB, UC, Cedyne (e.g. OMC, CF), SAISON, AEON, ANA, JAL, Rakuten	Use this credit card more frequently than any other card held.
Others	AUTOBACS, DAISO, Don Quijote	Used the company's services more than twice within the past year, and paid more than 2,000 yen for the services in a single transaction.

## 6. Details of Questions

### ■ Questions common to all the industries targeted for JCSI (21 questions)

<b>[Customer expectation] Expectation/anticipation prior to use</b>
1. (Overall expectation) What level did you expect for AAA's overall quality with regards to various aspects such as aaa?
2. (Expectation to meet your needs) At what level did you expect AAA to meet your personal needs?
3. (Reliability) How often did you expect AAA to fail to fulfill commitments or fail to sufficiently provide service with regards to various aspects such as aaa?
<b>[Perceived quality] Quality evaluation at time of use</b>
1. (Overall evaluation) What level would you rate AAA, according to your experience as a user in the past year?
2. (Satisfaction of needs) To what level do you think AAA has met your needs?
3. (Reliability) Have you ever found that AAA failed to fulfill commitments or failed to sufficiently provide service with regards to various aspects such as aaa?
4. (Consistency) Have you always had a positive, problem-free experience when using AAA, according to your experience as a user in the past year?
<b>[Perceived value] Satisfaction in terms of price</b>
1. (Quality vs. Price) Considering the price you paid at AAA, how do you rate the overall quality of AAA with regards to various aspects such as aaa?
2. (Price vs. Quality) Does the overall quality of AAA match the price you paid for and the time and effort you put into AAA?
3. (Great deal) Do you think AAA offered a better deal than other companies?
<b>[Customer Satisfaction]</b>
1. (Overall satisfaction) How satisfied are you with AAA, according to your experience as a user in the past year?
2. (Satisfaction with your choice) Do you think AAA was a good choice, according to your experience as a user in the past year?
3. (Quality of life) How much do you think AAA has contributed to improve your quality of life?
<b>[Word of mouth] Level of recommendation</b>
When talking to someone about AAA, would you mention the following topics in a positive or negative context?
1. Product Appeal
2. Company's overall service
3. Provision of appropriate information
4. Attitude of employees and counter staff
<b>[Loyalty] Level of willingness to use successively</b>
1. (Increase in usage) Would you use AAA more frequently than before?
2. (Interest in purchasing related items) Would you use AAA for a broader range of purposes over the next year?
3. (Continuity) Would you continue using AAA?
4. (First choice) Would you select AAA as your first choice at the next opportunity?

- \* In the above questions, "AAA" represents the name of company/service targeted for indexation, and "aaa" indicates a typical perspective representing the quality in each industry. Terms utilized in these questions are subject to slight changes depending on circumstances of each industry/company targeted for the survey.

### ■ Other questions (approximately 90 questions)

- Approximately 15 questions regarding respondents' profile and utilization situation
- Approximately 70 questions specific to each industry
- Open response questions (What made you dissatisfied or satisfied, the reason for use, etc.)