



## Improving Customer Satisfaction

お客様満足度向上のために

Improving service at our service stations is a priority for us, and a number of programs for improving service are currently being implemented.

In order to further improve customer satisfaction, the Cosmo Customer Center and the Cosmo Card Center are striving to respond to the requests of our customers and Cosmo the Card members as promptly as possible.

### ✚ PP (Privacy Policy) Point

With the enforcement of the Personal Information Protection Law, it became necessary for the service stations to ensure appropriate management of their personal information management systems.

At Cosmo Oil, we established the PP Point system as a way to ensure whether personal information is being properly managed. This system breaks down the factors related to personal information protection and assigns an evaluation value to each factor, ascertaining the state of affairs with regard to personal information management at each service station.

Each service station sets a PP Point goal, and then carries out self-evaluations on a regular basis.

By identifying its weak points and adopting measures to overcome them, the service stations strive to gain the trust of their customers.

### SS (Service Stations) Network

Based on the concept of providing car life solutions that respond to the needs of our ever diversifying customer base, we developed the "Auto B-cle Network" at service stations, which provides a variety of services including automobile inspection, high quality car washing, and tire and battery sales. Striving to offer "an accessible, comfortable, clean car life solutions network", we are attempting to meet the care needs of diverse customers.

We are also promoting networking between the Auto B-cle Key Station Service Stations which have large car inspection facilities, and the small to mid-sized Auto B-cle Satellite Service Stations in the surrounding area. With this network in place, we are able to offer the Auto B-cle service through satellite stations for those who do not have a key station in their neighborhood.

### Barrier-Free Service Stations

We encourage our service stations to provide a barrier-free environment by incorporating wheelchair accessible bathrooms, ramps, SS order cards for the hearing impaired, and other services.

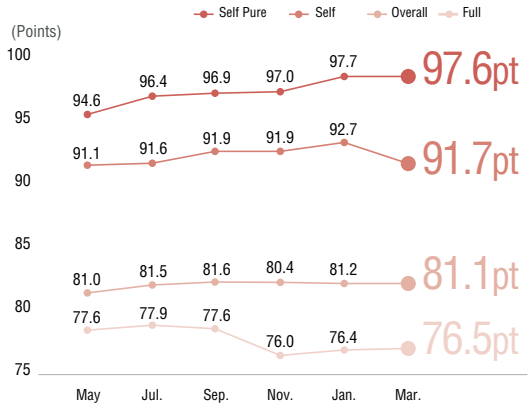
### Cosmo Customer Center

With the objective of enabling mutual communication with our customers, we opened the "Cosmo Customer Center" in October 2000. We received approximately 360 voices a month from our customers via toll-free telephone calls and e-mails in Fiscal 2004. The breakdown of the voices is as follows: 43% questions, 22% complaints, 27% requests, 8% other. At the Cosmo Customer Center, we compile, categorize and analyze all of the customer voices. In doing so, we can respond accurately, promptly, and courteously to our customers, communicate the messages from our cus-

### SS Service Assessment

The 4 basic rules by which our service stations operate are: "Friendliness", "Cleanliness", "Sense of Security", and "High Quality". In order to assess whether these principles are being implemented at a high level, we conduct customer surveys 6 times a year. A survey is conducted almost every two months, and the results are quickly analyzed and fed back to each service station.

SS Service Assessment Results (May 2004 - March 2005)



tomers to the relevant departments quickly, improve our services and operations so as to respond to the opinions of our customers, and further improve customer satisfaction.

We also created and distributed to each service station the "SS Customer Support Guidebook" which lists good and bad ways of handling customer inquiries from the perspective of customer support, and which offers the important points to be remembered when handling customer voices.

<http://www.cosmo-oil.co.jp/contact/index.html>

### People's Voice



Tetsuki Fukushima  
Cosmo Oil Sales Co., Ltd.

### Tetsuki Fukushima

At our self-service type service stations, customers fill their own fuel and also can receive car inspections and car maintenance services as a multi-service location. We are mindful of offering courteous service to our customers.

While the service stations are still new and the staff is sometimes scolded by their customers for not being used to handling customers, we perceive these complaining customers as "treasures", as they will help us on a daily basis to improve our services.

Another area that we are focusing our energy on is the environment. In order to maintain safety at the service stations which handle hazardous materials, it is critical that we conduct safety checks on equipment and tanks.

In addition to the daily checks, we also carry out detailed checks based on the "EM Point" checklist (refer to p. 31) and submit them on a regular basis to the Head Office. In fact, in the past, due to a mistake I made on one of the check results that was sent to the Head Office, an EM personnel was dispatched to my service station. I realized that hawk eyes are watching, making it a bittersweet experience I will never forget.