



JAL Achieves #1 Ranking in 2017 JCSI Survey

International Airlines Category – Repeat Intention Rate & Customer Satisfaction

Tokyo, Nov 7, 2017 - Japan Airlines (JAL) announced today that the carrier received top honors in two categories through the 2017 Japan Customer Satisfaction Index Survey. This survey is conducted annually by the Service Productivity and Innovation for Growth (SPRING) organization in Japan.

This will be the 5th consecutive year JAL ranked #1 for "Repeat Intention Rate" and also the second time in three years to win top honors under the category of "Customer Satisfaction" ranking. As for the Domestic sector, JAL will make continuous efforts to improve and deliver an enjoyable travel experience for all valued customers.

According to the company`s medium-term management plan (2017-2020), JAL aims to become one of the most valued and preferred airlines in terms of customer satisfaction by the end of fiscal year 2020. In order to reach this goal, the carrier will continue to refine the quality of the services provided to all customers.

	International Airlines (International Flights)		Domestic Long Distance Transport (Airlines) (Domestic Flights)	
	Ranking (2016 Result)	Score	Ranking (2016 Result)	Score
Repeat Intention Rate	1st (1st)	75.7	6th (3rd)	67.9
Recommendation Intention Rate	2nd (1st)	73.5	3rd (3rd)	68.3
Customer Satisfaction	1st (2nd)	78.5	6th (5th)	73.7

END