

SHORT BIOGRAPHY:

Sei Sakiri

Joined East Japan Railway Company in 1995 .

Section Staff, Train Maintenance Center of Katsuta

Section Staff, Transport Department of Mito Branch (2001– 2003)

Assistant Manager, Frontier Service Development Lab. (2006– 2010)

Deputy Manager, Customer Service Quality Reformation Department
(2012 – 2013)

Chief Researcher, Frontier Service Development Lab. (2013 – Present)

Theme: Aiming to realize our “Smart Station”

East Japan Railway Company

Mr. Sei SAKAIRI

1. Background

JR East Stations, which are used by 1.6 million passengers every day, are our largest management resources. In these days of life-style diversification, aging society, and declining birth rate, it is important to have stations where members of the community gather and interact with one another, as a way to provide good quality life-style service and a variety of information.

2. Basic Method

One of the key themes to achieve further growth of the railway market is to change the concept of the railway from “just for transportation” to “a place to gather for enjoying life”, and we are responding to this theme by making many changes to both hardware and software. We especially believe that having “stations that are convenient and safe for every passenger” is an important part of achieving this goal. Therefore, we are holding and promoting the “Smart Station idea” as an image of the station in the year 202X.

3. Examples

(1) Provide Information

Passengers want to have the latest service information and to know about alternative routes when train service is suspended. We show the latest service information and alternative routes on a large display in the station, and are doing research on methods of developing personalized information by using smart phones.

(2) Extend this provision of information to other languages

For foreign passengers, the Japanese railway system is very complicated and it is not easy to find the platform for the train they want to take. We developed a multilingual information terminal which can search for train time and provide a station map in four different languages. We also added a printout function to the terminal for further convenience.

Additionally, we are developing a new method of providing information by integrating digital and analogue (paper-based) information.

(3) Provide Security in Stations

Though we have set up surveillance cameras in stations, it is very difficult to detect every significant event at the time it happens because there are hundreds of cameras in a metropolitan terminal station. Therefore, we developed an automatic alert system which can detect events and provide alerts for efficient station operation.