

November 2, 2015

Tokyo Individualized Educational Institute Wins Overall First Place in the 2015 Oricon Customer Satisfaction Ranking for “High School Entrance Exam Preparation, Individualized Instruction (Tokyo Area),” Becoming the First to Win Overall First Place for Three Consecutive Years



With the “2015 Oricon Customer Satisfaction Ranking for High School Entrance Exam Preparation, Individualized Instruction (Tokyo Area),” which was announced on November 2, 2015 by Oricon Inc., Tokyo Individualized Educational Institute, Inc. (TIEI) became the first company to win overall first place in the ranking for three consecutive years.

In addition to the overall category, TIEI won first place in six categories including “Teacher quality.”

Categories in Which TIEI Won First Place

High School Entrance Exam Preparation, Individualized Instruction (Tokyo Area)

“Overall,” “Improvement in grades/results,” “Teacher quality,” “Quality of curricula,” “Usability of study rooms,” “Classroom facilities/atmosphere,” and “Accessibility/Safety”

To increase its corporate social value through sustained growth, TIEI is devoting its full effort to promoting “Enhance Educational Capabilities Centered on Teacher Quality,” “Service Portfolio Expansion and Urban Area Dominance Strategy” and “Increase Added Value through Collaboration with Benesse,” the three growth strategies of Dynamic Challenge 2017, its medium-term management plan. All employees have been working together to provide high-quality, high-value-added services that consistently satisfy customers. As a result, TIEI has the great honor of receiving awards for “Teacher quality,” “Improvement in grades/results” and other categories once again this year. By scrupulously meeting diverse needs, including the development of new class formats such as “Benesse Writing Class,” TIEI will further strive to satisfy its customers.

Survey Outline

Oricon Customer Satisfaction Ranking for High School Entrance Exam Preparation

- Survey period: July 31, 2015 to August 12, 2015
- Number of respondents: Sample size of 3,710
- Survey area: Tokyo, Kanagawa, Chiba and Saitama prefectures
- Survey target group: Parents of current junior high school or high school students who have been attending (or have attended) a high school exam preparation school or individualized instruction school for high school exam preparation for at least a year

■ Oricon Customer Satisfaction Ranking
<http://life.oricon.co.jp/> (Japanese only)