

JUNE 1, 2020

RareJob, Inc.

MANABI-UP COMMUNICATIONS CO, LTD

Obunsha Co., Ltd.

JR Kyushu introduced "Omotenashi Eigo Otai [Railway Edition]" for train station attendants and crew members

Enhancing English conversation capabilities specialized in the railway industry to improve customer response

RareJob, Inc. (hereinafter "RareJob"), which operates an English-related business and MANABI-UP COMMUNICATIONS CO, LTD (hereinafter "MANABI-UP COMMUNICATIONS"), which operates an English-language service ability test to measure "Hospitable English Ability Response Test", and Obunsha Co., Ltd. (hereinafter "Obunsha"), an educational publishing company, announced the introduction of the "Omotenashi Eigo Otai [Railway Edition]", which is jointly offered by three companies to Kyushu Railway Company (hereinafter "JR Kyushu").

From June 1, 2020, JR Kyushu will use the "Omotenashi Eigo Otai [Railway Edition]" as an English learning training program for their train station attendants and crews.



Background to the introduction of JR Kyushu

Due to the increase in the number of tourists visiting Japan and foreign residents in Japan, JR Kyushu is strengthening foreign language communication services beginning with English for their station attendants and crews. Since 2018, all crews on conventional lines have been provided with tablets and smartphones for the utilization of translation and transfer navigation apps. Not only to utilize tools, but with the purpose of enhancing the English speaking ability of station attendant staffs and crews in the future, they have decided to introduce the "Omotenashi Eigo Otai [Railway Edition]" from June 1.

Omotenashi Eigo Otai [Railway Edition]

This is an industry-specific corporate service that enables train station attendants and crews to learn the English conversation expressions needed to serve customers. In addition to online English conversation lessons, we provide a centralized program that covers from e-learning to examinations, in line with certified hospitable English ability response test, which measure "hospitality English capability" at customer service sites.

For more information: https://www.rarejob.com/corporate/service/#omotenashi_railway

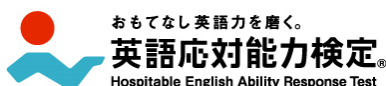
Outline of each services

- Online English conversation lesson "RareJob English Conversation"



This is an online English conversation lesson based on teaching materials in line with the customer service of train station staffs. We will conduct one-on-one online lessons with tutors using the same phrase as the e-learning video teaching material "Quick Phrase of Hospitable English Session – Railway Course" produced by Obunsha. With the cooperation of railway companies, this teaching material has a reality setting based on the actual customer service manual and is a practical content.

- Certificate Examination "Hospitable English Ability Response Test".



This test started in March 2017 to measure the "Hospitable English Ability" at customer service sites.

In addition to "Railways", there are industry-specific tests for "Sales", "Accommodations," "Food and Beverages," and "Taxis". Also a "General (volunteer) Test" for hospitability in local areas. This is an Internet test that enables employees to take exams on smartphones, tablets, and PC. We will comprehensively evaluate the ability whether the candidates are able to provide necessary guidance and services to foreign visitors to Japan, and their hospitality English abilities at four levels, A-D. The certification is operated by the Mainichi Shimbun's joint venture, "MANABI-UP COMMUNICATIONS", Casio Calculator and Obunsha.

Hospitable English Ability Response Test website: <https://otai-kentei.com/>



・ E-Learning Video Teaching Material: Kokomana "Quick phrase of hospitable English session-railway course"



This is an e-learning material for corporations to learn simple customer service English through video and speech training.

In addition to the "Railway Course" introduced this time, there are four basic courses "Sales Course", "Accommodation Course", and "Food and Beverage Course" (authorized by "Hospitable English Ability Response Test") and a "Railway and Abnormality Course" specializing in responding to rail abnormalities and a "Railway and 2020 Course" focusing on future sports events. Users will efficiently acquire phrases specializing in each industry and scene. As it is compatible with smartphones, users can learn quickly regardless of location or time even in shift work. The personnel in charge at the incorporated company can manage the progress of the participants.

Kokomana formal website: <https://cocomana.net/>

[Company profile of RareJob, Inc.]

Company name: RareJob, Inc.

Representative: Gaku Nakamura, CEO

Established: October 18, 2007

Head office : 2F Kyocera Harajuku Building, 6-27-8 Jingumae, Shibuya-ku, Tokyo

Business overview: English-related business

U R L: <https://www.rarejob.co.jp/>

[Company profile of MANABI-UP COMMUNICATIONS CO, LTD]

Company name: MANABI-UP COMMUNICATIONS CO, LTD

Representative: Takashi Shiraishi, CEO

Established: December 26, 2016

Head Office: Palesside Building, 1-1-1, Hitotsubashi, Chiyoda-ku, Tokyo

Business Overview: Conduct certification examinations and certainty of the level of participants

URL: <https://otai-kentei.com/>

[Profile of Obunsha Co., Ltd.]

Company name: Obunsha Co., Ltd.

Representative: Oichi Ikukoma, CEO

Established: October 1, 1931

Head Office: 55 Yokoji-cho, Shinjuku-ku, Tokyo

Business Overview: Comprehensive publishing and business focused on education and information



URL: <https://www.obunsha.co.jp/>

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