

Safety Confirmation System after the Great East Japan Earthquake: Key Research Findings 2011

◆ Research Outline

Yano Research Institute has conducted a study on how companies consider about Safety Confirmation System after they went through the Great East Japan Earthquake, with the following conditions:

1. Research period: May 2011
2. Research targets: 600 user companies with the sales more than 100 million yen
3. Research methodologies: Web survey in questionnaire style

◆ Key Findings

■ After the Great East Japan Earthquake, more than half the companies consider it is crucial to introduce safety confirmation systems

Companies now think it is essential to introduce such systems to confirm employees' well-being in case of emergency. When asked about the need of employee safety confirmation system to those companies that are not yet installed the system, 53% responded that they would earnestly like to have one, or would like to install it as much as possible.

The response shows how companies suffered from contacting with their employees in the wake of the Great East Japan Earth Quake and how they felt about the importance of such a system to enable it.

■ Communication Failure is now the challenge for those companies already introduced a safety confirmation system

Among those companies that have already introduced a safety confirmation system prior to the Great East Japan Earthquake, 24.6% faced a problem of system malfunction during the chaos after the earthquake by "communication failure," a response which most companies thought as the cause. While most of those systems use mobile phones and text messages to make sure of the well-being of their users, the earthquake let the communications to and from mobile phones go down.

The service providers now face the challenges to improve the services to cope with any contingency plans including such measures against disastrous earthquakes whose epicenter maybe within the Tokyo-area.

■ 38.9% of the companies consider using SNS for safety confirmation of employees

38.9% of the companies responded that they are considering using Social Network Services (SNS) as a way to contact with and confirm the well-being of their employees. Attention towards SNS has been growing ever since the hit by the Great East Japan Earth Quake, when malfunction of mobile-phone communications occurred, whereas twitter and other SNS had

contributed in communications among users.

It is predicted that more companies use SNS, such as Facebook and other services intended for companies, as a means of safety measures.

◆ **Report format:**

Published report: “Earthquake Solutions Market after Great East Japan Earthquake”

Issued on: June 15, 2011

Language: Japanese

Format: 424 pages in A4 format

Price: 157,500 yen (7,500 yen of consumption tax shall be charged for the sales in Japan.)

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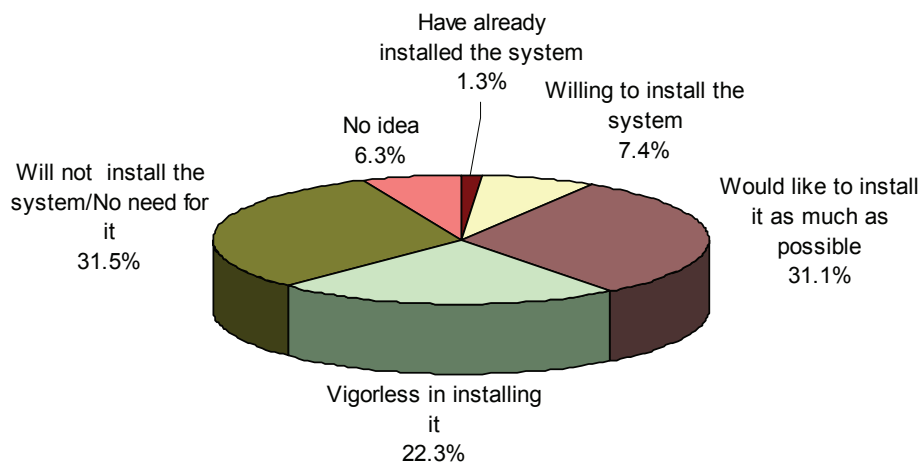
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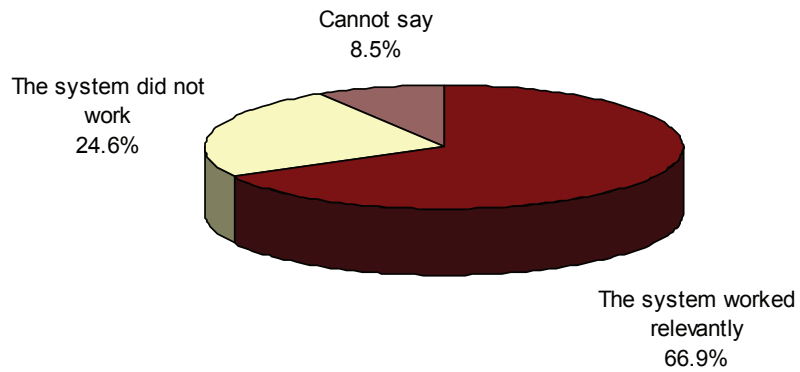
Q40.Changes in the willingness of system installation【SA】

n=457



Q7. Did safety confirmation system worked at the Great Earthquake?【SA】

n=118



Q13. Usage of SNS at the company【SA】

n=600

