

“2016 CRM Best Practice Award” winners list-1

14 winners(13companies/1organizations)



一般社団法人 CRM協議会
CRM ASSOCIATION JAPAN

Organizations/Companies (Japanese alphabet order)	Awarded model
«Continuance award» SMBC Nikko Securities Inc.	Enhancing relationships with customers / belonging to the “lifetime asset formation” layer Model
«Fuji Sankei Business-i Award» SBI SECURITIES Co., Ltd.	CRM Model for making thorough awareness of “thank you”
SATO HOLDINGS CORPORATION	Acting with a prediction type CRM Model
SKY Perfect Customer-relations Corporation	Contact Center / Integrated implementation Model
Saison Information Systems Co., Ltd. HULFT Department	Sharing customer value through information integration Model
ZEN-NIPPON SHOKUHIN CO., LTD.	Voluntary chain ID-POS based Model
Tsu City	Regional partnership / dialog based Model
TSUMURA & CO.	Medicine call center continuous improvement Model

“2016 CRM Best Practice Award” winners list-2



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Organizations/Companies (Japanese alphabet order)	Awarded model
Tokyu Community Corporation Customer center, strategic apartment planning dept.	For unit owners, centralized innovation Model
《Continuance award》 Vision, Inc.	Smart & IT based CRM Model
FORUM8 Co., Ltd.	Service Structure Migration Model
Broadleaf Co., Ltd.	Strengthened Fixed-Term Call Relation Model
Mitsui Sumitomo Insurance Co., Ltd. Contact Center Planning Department	Contact Center PDCA Implementation Model
《Oboshi Award》 Sumitomo Mitsui Banking Corporation Retail Marketing Department	Digital Shift Retail Real-World Use Model

2016 CRM Encouraging Awards

Life is Tech, Inc.