"2023 CRM Best Practice Awards"（1）

11 companies & 1 organization

Company and Organization Name （Japanese syllabary order/Titles omitted）	Model Name
Ichihara City	Promoting-SDGs model with citizen participation
NTT DOCOMO, INC. Information Systems Department	Voice mining knowledge utilization model
TAKARA STANDARD CO., LTD. Sales Division	Sales strengthen model with clients and business partners
Central Nippon Expressway Company Limited	Efficient parking lot utilization model with safety considerations
East Nippon Telegraph and Telephone East Corporation Business Innovation Division	Value-creating CRM model focused on local communities
≪Continuance award≫ Vision, Inc. GLOBAL WiFi Division	Strategic VOC response realization model

"2023 CRM Best Practice Awards"（2）

Company and Organization Name（Japanese syllabary order/Titles omitted）	Model Name
≪Continuance award≫ FORUM 8 Co., Ltd.	Customer-centric information management model
≪Continuance award≫ Honda Auto Mie	24/7 customer reliable model
MACNICA HOLDINGS, INC.	Portal introduction and sales promotion model
≪Oboshi award≫ Mizuho Bank, Ltd. Digital Marketing Division	Cross organizations innovation model based on all voices
≪Continuance award≫ Mizuho Securities Co., Ltd.	CS improvement model by "each employee strengthening"
WAKO Co., Ltd./ Seiko Solutions Inc.	Online and Offline fusion challenge model