

# “2024 CRM Best Practice Awards” (1)

## 14 companies & 1 organization



一般社団法人 CRM協議会  
CRM ASSOCIATION JAPAN

<b>Company and Organization Name</b> (Japanese syllabary order/Titles omitted)	<b>Model Name</b>
<b>NTT Communications Corporation</b>	<b>Corporate Business Integration CRM Model</b>
<b>NTT DOCOMO, INC.</b> <b>Information Systems Department</b>	<b>Customer Interest Insights Model</b>
<b>Sabae City</b> <b>Citizen Life Department, Citizen-Led Initiatives</b> <b>Promotion Division</b>	<b>Citizen-Led Regional Revitalization Model</b>
<b>DAIKIN INDUSTRIES, LTD.</b> <b>Service Division</b>	<b>Integrated Contact Channel Basic Model</b>
<b>DHL Japan, Inc.</b>	<b>VOC Collection Channel Expansion Model</b>
<b>TOUMEI CO., LTD.</b>	<b>Model Centered on VOC for Business Development</b>
<b>«Oboshi award»</b> <b>TRUSCO NAKAYAMA Corporation</b>	<b>MRO Product Immediate Delivery System Model</b>
<b>Central Nippon Expressway Company Limited</b>	<b>Comfortable Use Model Through Planned Road Closures</b>

# “2024 CRM Best Practice Awards” (2)



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<b>Company and Organization Name</b> (Japanese syllabary order/Titles omitted)	<b>Model Name</b>
<<Continuance award>> Vision, Inc. CLT	VOC Utilization Dormant Customer Reactivation Model
<<Continuance award>> FORUM 8 Co., Ltd.	Bottom-Up CRM Integration Promotion Model
Fujitsu Limited	Global Promotion OneCRM Model
<<Continuance award>> Honda Auto Mie	Service Improvement Model Through M&A
MACNICA HOLDINGS, INC.	Customer Portal & CRM Expansion Model
Mizuho Bank, Ltd. Customer Relation Promotion Division	AI-Driven Integrated Contact Center Model
LIXIL Corporation LIXIL Housing Technology Business Incubation Center	Co-Creation D2C Marketing Model