

2025 CRM Best Practice Awards (1)

Winners 11 groups (9 companies・2 local authorities)

Encouragement Awards 2 groups (2 companies)



一般社団法人 CRM協会
CRM ASSOCIATION JAPAN

Company and Organization Name (Japanese syllabary order/Titles omitted)	Model Name
Echizen City General Policy Department, Management Strategy Office	Problem-solving well-being model
《Oboshi award》 《Continuance award》 NTT DOCOMO, INC. Marketing Strategy Department	Enterprise-wide CX promotion model led directly by corporate leadership
KDDI Corporation Personal Business Division, Customer Service Division	Customer support model using X
Sabae City	Children's dream realization support model
TOUMEI CO., LTD.	FAQ-based pain point resolution model
Nestlé Japan Ltd. Marketing & Communications Division, Consumer Engagement Service Department	FAQ content enhancement model
《Continuance award》 Vision, Inc. Global WiFi Business Division, eSIM Unit	Customer base utilization service expansion model

2025 CRM Best Practice Awards (2)



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Company and Organization Name (Japanese syllabary order/Titles omitted)	Model Name
《Continuance award》 FORUM 8 Co., Ltd.	Company-wide comprehensive CX monitoring model
《Continuance award》 Honda Auto Mie	Employee satisfaction improvement implementation model
MACNICA HOLDINGS, INC.	Lead generation global expansion model
《Continuance award》 Mizuho Bank, Ltd. Retail Corporate Business Development Department	Remote-Based Regional Business Development Model

Encouragement Awards (Japanese syllabary order/Titles omitted)
Saraya Co., Ltd. Communication Division, CX Department
TASKAJI Inc.