

“2015 CRM Best Practice Award” winners list-1

15 winners(13companies/2organizations)



一般社団法人 CRM協議会
CRM ASSOCIATION JAPAN

Organizations / Companies (Japanese alphabet order)	Awarded model
AXA Direct Life Insurance Co., Ltd	Direct Insurance, Customer Touchpoint Enhancement Model
«Continuance award» SMBC Nikko Securities Inc.	Life-time asset development & customer cultivation model
Shinjiku City	Customer support model for internationalized citizens
Saison Information Systems Co., Ltd. HULFT Department	Support model that integrated FAQ and engineers
Tsu City	Model to improve dedication for citizens
«Oboshi Award» Tokyo Gas Co., Ltd. Lifeval Promotion Department	Consolidated service window for customers
Pasona Inc.	Temp-staff satisfaction improvement model
Panasonic Corporation Appliance company, Japan local consumer marketing division, Consumer marketing Japan CRM promotion dept	Continued activation of large-scale membership organization

“2015 CRM Best Practice Award” winners list-2



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Organizations/ Companies (Japanese alphabet order)	Awarded model
<<Continuance award>> Vision, Inc. Overseas strategy department	Inbound customer and communication model
FORUM8 Co., Ltd. System sales group	Integrated model of high-technology and customer needs
Fujitsu Limited Innovation business division, Convergence service group, Convergence solution department	Customer preference analytical CRM model
<<Fuji Sankei Business Eye Award>> Mitsui Sumitomo Insurance Co., Ltd.	Quantitative analysis and utilization model at call center
Sumitomo Mitsui Banking Corporation Remote sales department, Call Center	Bank remote sales innovation model
J. Morita Corporation	Utilization of customer voices for dental treatment
Yahoo Japan Corporation	CS Enhancement with chat service