

“2020 CRM Best Practice Awards” (1 / 2)

12 companies



一般社団法人 CRM協議会
CRM ASSOCIATION JAPAN

Company Name	Model Name
Osaka Gas Marketing Co.,Ltd	Time resolution model by using dialogue AI
Kao Corporation CRM Office - Consumer Relationship Development of Marketing Emergence Dept.	Fan co-creation community site utilization model
Credit Saison Co.,Ltd.	Web self-service entry model
Sompo Japan Insurance Inc. Business Design Strategy Dept.	Fan creation entry model
Zurich Insurance Company Ltd	Advance preparation home call center practice model
Nikkei Inc. CS Group of Digital Business	Advanced AI chatbot utilization model
- Fuji Sankei Business-i Award - Nippon Telegraph And Telephone East Corporation Marketing Dept. of Business Innovation BU	Customer problem-solving proposal model

“2020 CRM Best Practice Awards” (2/2)

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Company Name	Model Name
- Continuation award - FORUM 8 Co., Ltd. System Sales Group, Sapporo, Sendai, Nagoya, Kanazawa, Osaka Sales Group, Fukuoka and Okinawa	VR model for creating the future of the region
- Continuation award - Honda Auto Mie	Back to basics (sales and maintenance) web model
- Continuation award - Mizuho Securities Co., Ltd.	Face-to-face sales evolution model using data
- Continuation award - Mitsui Sumitomo Insurance Co., Ltd. Contact Center Planning Dept.	Contact Center Automation Pursuit and Improvement Model
Yasasiite Corp.	Family Communication Security Model