

# “2017 CRM Best Practice Award” winners list-1

## 16 winners(13companies/3organizations)



一般社団法人 CRM協議会  
CRM ASSOCIATION JAPAN

Organizations/Companies (Japanese alphabet order)	Awarded model
<b>《Continuance award》</b> <b>SMBC Nikko Securities Inc.</b>	Chatbot initial introducing model
<b>SBI SECURITIES Co., Ltd.</b>	High quality in e-mail correspondence model
<b>《Oboshi Award》</b> <b>SATO HOLDINGS CORPORATION</b>	Downtime reduction by preventive service model
<b>《Fuji Sankei Business-i Award》</b> <b>JAPAN PROFESSIONAL BASKETBALL LEAGUE /</b> <b>FUJITSU LIMITED</b> <b>Sports &amp; Cultural Event Business Development Unit</b>	The first step of developing basketball fan model
<b>Saison Information Systems Co., Ltd.</b> <b>HULFT Department</b>	Software product quality improvement by Usage pattern model
<b>Zurich Life Insurance Company Ltd.</b>	100-day CRM improvement model
<b>Tsu City</b>	Effective use of public assets by Open data policy model
<b>Tokyu Community Corporation</b> <b>Customer center</b>	Common understanding of problem by 3D image model
<b>Toshima City</b>	7 days a week one-stop contact center model

# “2017 CRM Best Practice Award” winners list-2



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Organizations/Companies (Japanese alphabet order)	Awarded model
<b>《Continuance award》</b> <b>Vision, Inc.</b>	Web service enhanced model
<b>FORUM8 Co., Ltd.</b>	Communication between R&D people and industrial stakeholders model
<b>Broadleaf Co., Ltd.</b>	Purchase order of consumables received by Outbound call model
<b>Honda Auto Mie</b>	Satisfaction improvement by sharing the progress of the work model
<b>Mizuho Securities Co., Ltd.</b>	Behavior management at customer's point of view model
<b>Mitsui Sumitomo Insurance Co., Ltd.</b> Contact Center Planning Department	The use of VOC and other relevant data model
<b>Rakuten Direct Inc.</b> Customer support group	Both Cost reduction and Customer satisfaction by VOC model

## 2017 CRM Encouraging Awards

Juzensha Co., Ltd.