

# “2018 CRM Best Practice Award” Winners List 1

14 Winners ( 13companies•1organization ) Encouraging Award (2companies)



一般社団法人 CRM協議会  
CRM ASSOCIATION JAPAN

Companies•Organizations( Japanese Alphabetical Order )	Awarded Models
《Oboshi Award》 Osaka Gas Co., Ltd.	CRM Activity Practice Model of the Energy Industry
SATO HOLDINGS CORPORATION	Cooperative Foundation Model of Sales and Maintenance
《Fuji Sankei Business-i Award》 SHISEIDO JAPAN CO., LTD. Consumer center	VOC Implementation Model by Channel Expansion
Starts Publishing Corporation CS Promotion Office	CX Emphasis Media Model
《Continuance award》 Saison Information Systems Co., Ltd. HULFT Department	Data Driven Customer Understanding/Resolution Model
《Continuance Award》 Tsu City	Elderly Outing Promotion Model
DHL Japan, Inc. Customer Service Division	Customer Understanding Model by Full-time Call Center Employees
Tokyu Community Corporation	Integrated CRM Model of Customer`s Voices
《Continuance Award》 Vision, Inc.	Service Enhancement Model by Improving Price Competitiveness and Automation

# “2018 CRM Best Practice Award” Winners List 2



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Awarded Companies・Organizations( Alphabetical Order )	Awarded Models
«Continuance award» FORUM8 Co., Ltd.	Human Resource System Cooperative CRM Model
Broadleaf Co., Ltd.	Sales Department Reformation Model
Honda Auto Mie	Body Metal Repair Information/Company-wide Application Model
Mizuho Securities Co., Ltd.	Sales Activity Advancement Model
«Continuance Award» Mitsui Sumitomo Insurance Co., Ltd. Contact Center Planning Department	AI Utilization Response Speed Improvement Model

2018 CRM Encouraging Awards ( Japanese Alphabetical Order )
Hotel Okada Co., Ltd
Yoriso. Co. Ltd.