

# “2021 CRM Best Practice Awards” (1 / 2)

## 10 companies & 3 organizations



一般社団法人 CRM協議会  
CRM ASSOCIATION JAPAN

| Company and Organization Name<br>(Japanese syllabary order/Titles Omitted)             | Model Name  |
|--|---|
| Kobe City<br>Mayor's Office, Public Relations Strategy Division                        | Contributing to Citizens through Operation-<br>Integrated FAQ model         |
| Go-Top Corporation   | Business transformation challenge model by new<br>business development      |
| 《Continuation award》<br>Saison Information Systems Co.,Ltd.<br>Customer Service Center | Improving renewal rates through by AI analysis of<br>customer inquiry model |
| Cerezo Osaka Corporation   | Problem-solving sponsorship promotion model                                 |
| Toshima-ku   | Becoming an International City of Art and Culture<br>with the SDGs          |
| 《Oboshi award》<br>Nakagawa Masashichi Shoten Co.,Ltd.                                  | Realizing Tradition and Newness through CRM model                           |
| 《Continuation award》<br>Vision, Inc.<br>Communication & Marketing Group CLT            | PULL-type LTV improvement model   |

# “2021 CRM Best Practice Awards” (2/2)

## 10 companies & 3 organizations



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CRM ASSOCIATION JAPAN

| Company and Organization Name<br>(Japanese syllabary order/Titles Omitted)            | Model Name  |
|---|---|
| Hino City<br>Planning Department, Planning and Management Division                    | The model for Mutual aid for food in Coronavirus disaster                   |
| 《Continuation award》<br>FORUM 8 Co., Ltd.<br>President Secretary, Tokyo Head Office   | Customer Development and Remote Sales Model                                 |
| 《Continuation award》<br>Honda Auto Mie  | Sharing a sense of crisis and a breakthrough model through company-wide CRM |
| 《Fuji Sankei Business-i Award》<br>《Continuation award》<br>Mizuho Securities Co., Ltd. | CRM model with a long-term perspective that connects generations            |
| Sumitomo Mitsui Trust Club Co., Ltd.<br>(Issuer of Diners Club cards)                 | Special hospitality on individual customer model                            |
| Yamaha Corporation  | Sensitivity improvement on Customer experience model                        |