

“2022 CRM Best Practice Awards” (1 / 2)

12 companies



Company Name	Model Name
– Oboshi award – NTT DOCOMO, INC. Information Systems Department	Customer-Oriented knowledge-based utilization model
– Continuance award – OsakaGas Marketing Co.,Ltd.	Speech recognition multifaceted utilization model
– Continuance award – SAISON INFORMATION SYSTEMS CO.,LTD. Customer Success Center	Customer service improvement model using DDP
Central Nippon Expressway Company Limited	Expressway service improvement model utilizing SNS
– Continuance award – Vision Inc Communication & Marketing Group CLT	Glamping proposal model for existing customers
– Continuance award – FORUM8 Co., Ltd. Tokyo Head Office UC-1 Development Group 1 TEST Team	User perspective, pre-shipment quality improvement model

“2022 CRM Best Practice Awards” (2/2)

12 companies



Company Name	Model Name
Bristol-Myers Squibb K.K. Hematology Business Unit CAR T Division	Medical cooperation model for supporting lives
– Continuance award – Honda Auto Mie	Increasing awareness of safety and security support model
Mizuho Bank, Ltd. Personal Banking Division	DX life design proposal model
– Continuation award – Mizuho Securities Co., Ltd	AI voice customer response model
Rinnai Corporation DX Promotion Group, Sales Management Department, Sales Division	Transformation in each partner service model
Rococo Co.,Ltd. ITO & BPO Business Division East Japan IT Service Management Department	Proposing outsourcing model