

Smartwill Inc.

PRESS RELEASE

SMARTWILL STARTS A QUANTITATIVE EVALUATION RESEARCH OF COMPANIES' CRM ACTIVITIES WITH PROF. KUROIWA, GRADUATE SCHOOL OF BUSINESS, AOYAMA GAKUKIN UNIVERSITY, AND DENTSU INC.

Developing Evaluation Methodology of CRM Engagement for Better Customer Relationship

August 8th, 2017: Smartwill Inc., a consulting firm focusing on developing Customer Relationship Management (CRM) strategy based in Tokyo, starts a research to quantitatively evaluate how companies engage in CRM activities, together with Professor Ken'ichiro Kuroiwa at Graduate School of Business, Aoyama Gakuin University, and Dentsu Inc., a leading company on marketing and communications.

With a range of business environment changes, including declining birthrate, growing elderly people and decreasing total population in Japan, increasing number of companies are enhancing their engagement with existing customers, with modest success in attracting new customers. At the same time, we see internet technology and new service advancement, including web advertisement and data management platform (DMP), which provides opportunity and new channels to reach out customers, and to accumulate flooding volume of customer data on a daily basis.

In reality, however, there are only few companies, which truly can make most of such developments, by instantly integrating customer data, both on-line and off-line, accumulated at any contacts with customers, and extracting valuable insights to be applied to daily CRM activities.

Therefore, we are to pursue a new methodology to quantitatively evaluate CRM engagement, in order to make comparison among companies easier, for further development of CRM as a whole. We envision our evaluation methodology would be durable enough to be applied globally.

<Primary Tasks of This Study>

1. Basic understanding of actual CRM engagement by companies
2. Survey to companies

3. Analysis on the survey answers
4. Establishing best practice model, with in-depth interview with high scored companies
5. Research results announcement
6. Summarizing the results into a book

About Smartwill

Smartwill Inc. provides consulting service focusing on CRM, ranging from strategy development, marketing activities planning, and evaluation. The client company list includes NTT docomo, Shiseido, American Eagle Outfitters, Deckers Japan LLC.[UGG], Godiva Japan, and Le Creuset Japon K.K.

About Professor Ken'ichiro Kuroiwa

Ken'ichiro Kuroiwa is a researcher who studies Marketing Management, particularly Market Orientation, Complaint Management (or Service Recovery) and Customer-Company Identification Management, currently Professor of Marketing at Aoyama Business School at Aoyama Gakuin University. He earned MBA in 2000 and Ph.D in Management in 2006 at Keio University.

About Dentsu Inc.

The Dentsu Inc., with the communications domain at its core, is engaged in a wide range of business activities. From management and operating solutions to the implementation of marketing and communications strategies for advertisers as well as media and content holders, it has earned a top-class reputation.

【Contacts】

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