



2023 AOTS Online Program [ORAF08]

AOTS Subsidized by the Japanese Government

Improving Customer Satisfaction Through Customer Relationship Management



Online Tool: Webex

Lectures and practical examples by experienced CRM lecturers

Lecturers

Mr. Junkyo Fujieda

- Founder, President & CEO, ReGIS Inc.
- Chairman of CRM Association Japan



Mr. Tomokazu Hayashiguchi

- President and CEO, Honda Auto Mie Co., Ltd.
- Chairperson, Chubu Branch
- Mie Group Subcommittee, CRM Association Japan

Mr. Masao Kodama

- Partner Business Promotion Department, SATO Co., Ltd.
- Director of CRM Association Japan

➤ Date:
24 January 2024
4pm – 7pm

(Japan Time)

➤ Target:

Managers and engineers of automotive industry companies and distributors in African countries*.

* Only ODA recipient countries

➤ Content:

- (1) Concept and significance of customer relationship management (CRM)
- (2) CRM analysis methods and strategies to increase customer satisfaction
- (3) CRM practice examples in automotive industry companies

➤ Language:

Japanese with English Translation

APPLY TO:



<https://survey.zohopublic.com/zs/oLD39U>

If you have any questions, please contact the below address.

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DEADLINE:

12 January 2024

(Japan Time) Collaborated by Maruti Suzuki India Limited.

