



October 16, 2024

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| Company | Vision Inc. |
| Representative | Kenichi Sano, Chairman and CEO Tokyo Stock Exchange Prime Market Stock Code: 9416 |
| Contact | Shinichi Nakamoto, Director and CFO (Tel. +81 3 (5287) 3110) |

Vision Inc. has received the “CRM Best Practice Award” for the 13th time.

Vision Inc. (Headquarters: Shinjuku-ku, Tokyo; President, Representative Director and COO: Kenji Ota, hereinafter Vision), which operates GLOBAL WiFi Business, Information and Communications Service Business, and Glamping and Tourism Business under the themes of “Connecting People, Connecting the World,” has been selected for the “2024 CRM Best Practice Award” and “Continuation Award,” which recognizes companies, organizations, and groups that have achieved results with CRM [*1].

This is the 13th time that Vision has received this award in total.

We will continue to promote Customer Centric Relationship Management and work to improve the value we provide in order to continually deepen relationships with customers and contribute to the world.

[*1] CRM: Abbreviation for Customer Relationship Management. A management approach in which a company builds long-term relationships with its customers.



• Details of the Award

Vision Inc. CLT (Customer Loyalty Team)

“Model of utilizing VOC [*2] to revitalize dormant customers” 《Continuation Award》

[*2] Abbreviation for Voice Of Customer. Opinions and requests received from customers regarding products and services through all points of contact.

• Reasons of the Award

Vision, whose management philosophy begins with “To contribute to the global information and communications revolution,” has expanded its services using VOC, which is born from communication with customers, and has also achieved customer satisfaction. This time, it discovered that customer communication

becomes weaker after three years of transactions initiated, and took steps to 1) use tools and AI to accurately grasp customer pain points and then identify the appropriate content to deliver, 2) revitalize communication with customers that had become weaker after three years by using email and LINE, and 3) propose appropriate solutions to the problems. As a result, it was able to reactivate communication with dormant customers. This is an example of how it was able to pick up on the needs of its customers by understanding their needs and delivering them at the right time, resulting in business performance.

- **CRM Best Practice Award**

The “CRM Best Practice Award” sponsored by the CRM Association Japan is presented to companies, government agencies, and organizations that aim to realize “Customer Centric Relationship Management (CCRM) by evaluating their efforts and achievements.

- **Vision’s Past Awards**

2015, 2016, 2017, 2018, 2019, 2021, 2022, 2023: CRM Best Practice Award, Continuation Award

2013, 2014: CRM Best Practice Award

2012: CRM Best Practice Award, Oboshi Award

2009: CRM Best Practice Award

- **Vision Inc. Company Profile**



With the corporate philosophy of “To contribute to the global information and communications revolution” and slogan of “More vision, more success,” Vision provides services primarily in the information and communications field and makes decisions with a clear vision to help customers achieve greater success.

- Trade Name : Vision Inc.
- Prime Market of the Tokyo Stock Exchange (Code : 9416)
- Representative : President, Representative Director and COO Kenji Ota
- Headquarters : Shinjuku East Side Square 8F, 6-27-30 Shinjuku, Shinjuku-ku, Tokyo
160-0022, Japan
- Incorporated : December 2001 (Established June 1995)
- Capital : 2,583,000,000 yen
- Homepage : <https://www.vision-net.co.jp/en>
- IR Information : https://www.vision-net.co.jp/en/ir_information.html
- Businesses :
 1. GLOBAL WiFi
International / Domestic (Japan)
 2. Information and Communications Service
Fixed-line telecommunications service / Mobile communications service / Broadband service
Office automation equipment service / Internet media services
 3. Glamping and Tourism
 4. Others