

Best CRM Practice In China 2004 – The Award Winning Lists
For “Cross-industry Grand Award” and “17 Industry Category Award”



Best CRM Practice In China 2004 is annual industry event organized by GreaterChinaCRM, the most reputable and authoritative CRM organization with over 70,000 members all over the world. The key objectives of this Award are to promote the proper development and the successful implementation rate of CRM in China. The Award has been launched for two years, starting 2002 with excellent response and recognition from the market. This is the third year and a new category – Cross-industry Grand Award has been added on top of the 17 Industry Category Award.

Upholding the values of neutrality, internationalized and professionalism, GreaterChinaCRM has invited both Global and China Advisors to participate on the judging of the Awards at different phases, depending on the nature and levels of the Awards.

After 6 months' effort, the final winners of different categories are finally concluded:-

Cross-industry Grand Award – Three Winners of the Year

HP China

Ping An Insurance

Sina.com

As a pre-requisite to enter into the election of this Grand Award, all participating companies must be Award Winners of their own industry category in 2002 & 2003. In a sense, they have all demonstrated their success in local markets, thus, through this Cross-industry Grand Award, their cases were reviewed by GreaterChinaCRM Global Advisors. Comments and advices were drawn from an international perspective and their cases were needed to be testified if they worth recognition from the Judging Pool. Through this process, local CRM development will be enhanced via more international learning and sharing, which are also the key aim of this Cross-industry Grand Award.

17 Industry Category Award

From open nomination, screening to Top Ten, narrowing down to Top Three via GreaterChinaCRM members online and China Advisors voting, to the final phase of inviting Top Three enterprises to present their case reports to Panel Judges, the whole judging process lasts for over 6 months. The hard work and effort of the below Winners are worth recognized:-

Best Airlines: Air China

Best Internet: Alibaba.com

Best Automobile: Shanghai Volkswagen

Best Bank: China Merchants Bank

Best FMCG: L'Oreal

Best Hotel: Shangri-la Hotel & Resorts

Best Insurance: Manulife-Sinochem Life Insurance

Best IT: Lenovo Group

Best Manufacturing: Sony China

Best Pharmaceuticals: Wyeth China

Best Real Estate: Forte Group

Best Retailing: Starbucks Shanghai

Best Securities: China Securities

Best Servicing: Bertelsmann DirectGroup

Best Telecommunications: Siemens Shanghai Mobile Communications

Best Logistics: DHL

CRMBodyCheck Evaluation Tool – The Judging Criteria for Best CRM Practice In China 2004

To ensure the judging process is fair and objective with a high degree of visibility, the CRM BodyCheck Evaluation Tool has been used throughout the process. It consists of 17 measurement metrics in five key elements that a CRM project should consider – Customer, Strategy, People, Process and Technology. Both Global and China Advisors are based on this CRM Evaluation Tool to do their markings and comments to all participating enterprises for continuity and consistency.

Best CRM Practice In China 2004 Award Presentation Ceremony

To signify the importance of the Award and to recognize the achievements of all those winning enterprises, a formal Award Presentation Ceremony for Best CRM Practice In China 2004 will be held together with China CRM Forum 2005 on March 30, 2005 in Shanghai International Convention and Exhibition Centre.

Besides, winning enterprises will be guest speakers on March 31, 2005 Forum session to

share their successful cases to the Forum participants, as a support and contribution for the healthy long-term CRM development in China.