October 23, 2023
Meidensha Corporation

To members of the media

Meiden establishes company-wide client database
Toward attaining data-driven changes to management and sales operations

Meidensha Corporation (Meiden) has built a company-wide client database by introducing the services of Sansan, Inc., and linking it with an existing service provided by Softbrain Co., Ltd. Sansan provides a business digital transformation service called Sansan[*1] and the Sansan Data Hub technology, while Softbrain provides a sales force automation (SFA*) service called e-Sales Manager.

With this client database, Meiden will effectively utilize client information, which is an invaluable asset of the company, to further strengthen connections with its clients, with the aim of enhancing customer satisfaction and generating business opportunities.

■ Background

A company handling products and services related to social infrastructure and industrial systems, Meiden maintains long-term business relations with its clients. There have been cases in which Meiden employees from sales, engineering, maintenance and other divisions have visited the same clients. However, Meiden has not been able to share information across the entire company about information regarding contacts outside the company, or when and who made contacts with which clients. In addition, there was no unified system to aggregate information regarding client companies and contact persons, leaving each division to manage information on its own. This made it difficult to share information among employees in a timely manner.

To bring about digital transformation (DX) to deal with these problems, Meiden aggregated scattered client information about held by each division to build a company-wide client database.

The latest undertaking is divided into two steps.

As a first step, Meiden instituted a unified management system by inputting data from client business cards held by each employee to Sansan. The system allowed to visualize external contact information, making easier to share such information among its executives and employees and contact each other within the company.

As a second step, the business data were linked with the e-Sales Manager. The SFA contains information of projects under negotiations with clients. The customer information is integrated with business card information from Sansan through Sansan Data Hub, which is capable of conducting name-based data aggregation, data-cleansing to prevent dual registration and other errors so that correct information can always be viewed.

Meiden aims to build the foundation for data-driven management across the entire Meiden Group by promoting DX activities, including linking the latest database with maintenance data managed by its Customer Center.

*1: Sansan is a registered trademark of Sansan, Inc.
*2: Sales Force Automation is a system to support sales operations.