



Meiko Construction Co., Ltd.
Nagoya, Japan
www.meikokensetsu.co.jp

Industry:

Engineering & Construction

Annual Revenue:

US\$780 million

Employees:

1,135

Oracle Products & Services:

Siebel Customer Relationship Management

“By interlinking Siebel CRM and the order forecasting system, we can now share information across the entire organization.”

– Masatoshi Watarai, Director, Corporate Planning Department, Meiko Construction Co., Ltd

Meiko Uses Improved Customer Information Management to Expand Maintenance Business

Established in 1941 to provide construction and maintenance services to Japan’s major railways, Meiko Construction has broadened its operations into general construction. Today, the company maintains its position as a leader in rail construction, while also undertaking public civil engineering works, and private sector projects such as high-rise office buildings, condominiums, and factories.

Challenges

- Improve customer information management to support diversification from rail into broader public and private sector construction and maintenance
- Upgrade sales systems to share and leverage customer and project information across the organization
- Build an end-to-end solution that interlinks customer relationship management and order forecasting systems

Solution

- Deployed Oracle Siebel Customer Relationship Management
- Enabled sharing of customer knowledge across relevant teams throughout the organization
- Enhanced sales process visibility and enabled faster decision-making at all levels
- Allowed the company to build a repository housing 30 years’ worth of information and knowledge