

November 18, 2014
SMBC Nikko Securities Inc.

**SMBC Nikko Securities became the first Japanese company to win a gold prize
in two categories at the 2014 Contact Center World Awards**

SMBC Nikko Securities Inc. entered three categories in the world competition of the 2014 Contact Center World Awards,* held in Las Vegas, November 10-14. The competition aims to select the best companies and individuals involved in the operation of contact centers. SMBC Nikko Securities won a gold prize, the highest prize, in two categories: Best Outbound Campaign and Best Sales Campaign. It became the first Japanese company ever to win a gold prize in two categories at once in this competition.



Companies that survived rounds of this worldwide competition, which were held in the Asia-Pacific region, Americas region, and Europe, Middle East and Africa (EMEA) region this June, competed to be the best in the world (for a gold prize) in individual categories.

In the Best Outbound Campaign category, SMBC Nikko Securities was praised for its efficient operation of contact centers. By flexibly assigning personnel according to the number of inquiries, it succeeded in having staff members approach clients' needs timely. In the Best Sales Campaign category, sophisticated operating methods at contact centers lead to an increase in sales and close collaboration between contact centers and sales offices.

SMBC Nikko Securities received these prizes in recognition for its high quality client service provided by its contact centers, and also for the significant impact it had on the results of overall corporate management.

By always being client-focused, SMBC Nikko Securities will continue its efforts to provide greater value to its clients by providing the highest level of satisfaction and security.

* Hosted by ContactCenterWorld.com, this competition is held to select the best companies and individuals in the field of contact centers. In 2014, there were over 1,700 entries from more than 50 countries and regions.

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