



# ARITOSHI (TOSHI) HANAKAWA

CMO & COO

Catapulting Change in the Marketing Space  
Leveraging Efficient CRM Strategies

\$50



CEOINSIGHTSASIA.COM



# ARITOSHI (TOSHI) HANAKAWA

Catapulting Change in the  
Marketing Space Leveraging  
Efficient CRM Strategies

Holding over 20 years of experience in Management Consulting, Planning, Sales and Marketing, Outsourcing and Offshoring with global exposure including Japan, Hong Kong, Philippines, Malaysia and Thailand, mainly focused on Japanese brands

In this technology-led digital era, where businesses are faced with critical business challenges in terms of marketing, CRM plays a critical role in increasing a company's profits and turnover by assisting companies in establishing the long-term acquisition of new and loyal customers. CRM effectively helps companies in creating customer loyalty and customer retention which are key to driving a business. Aritoshi (Toshi) Hanakawa, CMO & COO of Customer Relation Telemarketing- a customer relationship management solutions company is a leader in the space. Amidst the tumult of continually changing marketing and business trends, Aritoshi (Toshi) Hanakawa has played an instrumental role in helping the company score more on the growth index.

In an endeavor to explore the anecdote of Aritoshi and his more than a two-decade-old journey in the company, CEO Insights engages in an exclusive interview with him.

“

THE CUSTOMER EXPERIENCE IS AT THE HEART OF EVERY SUCCESSFUL BUSINESS, SO IT'S IMPORTANT TO CONSTANTLY EVALUATE AND REFINE YOUR STRATEGIES TO MEET THEIR NEEDS

CUSTOMER RELATION  
TELEMARKETING,  
CMO & COO





- Hobbies: I enjoy Traveling, Eating, and Walking with my dog
- Favorite Cuisine: Sushi is my favorite but I also enjoy trying new foods from around the world
- Favorite Book: Good to Great by Jim Collins
- Favorite Travel Destination: All the Asia countries but across Japan!

**How has the journey been so far? Having a demonstrated history of working in diverse industry sectors, what is the motivation that fuels your daily routines?**

It has been extensive. My professional background is primarily in management consulting, planning, sales and marketing, outsourcing, and offshoring, with a focus on Japanese brands. I have worked across diverse industries, including BFSI, healthcare, hotels, and FMCG as a BPO player. Currently, I am serving as the Chief Operating Officer and Chief Marketing Officer at Customer Relation Telemarketing (CRTM), where my primary responsibility is to provide solutions and strategies that optimize the customer experience through the deployment of a holistic and integrated Omnichannel and digital strategy. What fuels my daily routine is the satisfaction of seeing the positive impact of my work on the customer experience and ultimately, the bottom line of the business.

**You possess over twenty years of experience. How has your path to success been and what is your success mantra?**

My path to success has been driven by a relentless focus on delivering value to customers through innovative solutions and building strong relationships with clients. My success mantra is to always prioritize the customer's needs, be adaptable & open to change, and continuously strive for improvement.

**How would you define Customer Relation Telemarketing as an organization and its current position in the market?**

Customer Relation Telemarketing is a leading provider of customer relationship management solutions, including telemarketing, customer service, and technical support. As an organization, our focus is on providing excellent customer service and creating personalized experiences that build brand loyalty. We strive to remain at

the forefront of technological innovation and maintain a competitive edge in the market.

**As the CMO & COO, what are the latest strategic plans you have adopted to expand/optimize operations and engage new audiences in the market?**

As the CMO, my latest strategic plans involve expanding our digital and social media usage presence to engage new clients in the market. We are also exploring new partnerships and collaborations to further optimize our operations and provide more efficient and effective solutions to our clients. Additionally, we are constantly reviewing and refining our service offerings to ensure they align with the evolving needs of our customers.



**MY PATH TO SUCCESS HAS BEEN DRIVEN BY A RELENTLESS FOCUS ON DELIVERING VALUE TO CUSTOMERS THROUGH INNOVATIVE SOLUTIONS AND BUILDING STRONG RELATIONSHIPS WITH CLIENTS**

**What is the future destination you are heading towards?**

Our future destination is to continue to be a leader in the customer relationship management industry, leveraging technology and innovation to provide exceptional customer experiences. We aim to expand our footprint while maintaining our focus on personalized and customized solutions that meet the needs of our clients and their customers.

**In light of your strong experience within the industry, what advice would you give to budding industry leaders?**

My advice to budding industry leaders would be to stay customer-focused and embrace change. The customer experience is at the heart of every successful business, so it's important to constantly evaluate and refine your strategies to meet their needs. Additionally, don't be afraid to take risks and embrace new technologies and trends that can help drive growth and success. Finally, invest in your team, foster a culture of continuous learning, and empower your employees to drive innovation and growth.

