

## Momoko Se

NTT Com trainee for Arkadin  
as Sales promotion for UC.

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**Training Period:** October 2014 to September 2015

**Assignment before training:** UCaaS & Conferencing PT, Voice and Video

**Purpose of traineeship:** “Along with contributing to increase revenues through marketing activity for the NTT Com Group, I want to become capable of handling management work for both domestic and overseas business.”

**I would like to take back with me Arkadin’s Marketing methods and its global mind**

“Arkadin’s Marketing methods have two main features. The first is its customer management system. It uses Salesforce and Eloqua for customer management. It regularly carries out service use promotions and customer satisfaction surveys for customers, and then makes use of these in Marketing work, sales activities, and service improvement.

The second point is the use of ‘studio’ design teams from the initial development stage when proposals, Web pages, and pamphlets are created. This means that ease of use and UI (user interface design) are taken into account from the very beginning of a project. In this way, members seek to come up with an ingenious design that will first promote understanding of services by not only customers, but also by employees.

There are several similarities between Arkadin’s way of working and the way of working in Japan, and experience in Japan is often useful. However, in regard to the development of policies for overseas bases that anticipate market needs, the requirements and staff skills, as well as the material environment, will differ according to the country. Thus, while solving problems, progress is being made, little by little.

For NTT Com and Arkadin, converting UC services into a future strategic product is a major common theme and challenge that both companies are working on daily. It is a quite difficult task to get members from different cultures to work together toward the same goal, however, precisely because we know each other’s strengths, we can take up know-how from both sides. In this way we can contribute to further expansion of the NTT Com Group’s global voice and video market. In the future we would like to do our best to serve as a bridge between the two companies. Even if it is only a small part, I would like to take back Arkadin’s methods and global mind to Japan. Then I hope to contribute to increase revenues in continuing my work on Marketing.”

