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Japan System Techniques Co., Ltd.

Supporting the Implementation of a Goal-based Approach through Diverse Customer Touchpoints

-Next-generation CRM/SFA system goes live at the Bank of the Ryukyus-

Japan System Techniques Co., Ltd. (Head Office: Kita-ku, Osaka; Representative: Taku Hirabayashi; President and CEO; JAST) has commenced the provision of Salesforce Financial Services Cloud (Financial Services Cloud) to The Bank of the Ryukyus, Limited (Head Office: Naha City, Okinawa; President: Ken Shimabukuro), through a joint development framework with TerraSky Co., Ltd. (Head Office: Chuo-ku, Tokyo; Representative Director, President & CEO: Hideya Sato).

■ Background of Using Financial Services Cloud

Bank of the Ryukyus started a medium-term management plan called Empower 2025 in April 2025 that includes various measures for achieving the long-term vision of “achieving a beneficial cycle in the local economy as a financial group that grows together with the local community.” To advance one of its priority strategies, implementing a goal-based approach through diverse customer touchpoints, the bank plans to leverage Salesforce Japan’s Financial Services Cloud as its next-generation CRM/SFA platform.

■ Features and Expected Benefits of the Next-generation CRM/SFA

1. Evolving into a Sales Structure Centered on Customer Needs and Challenges

By accumulating information such as customer life events, sales representatives will be able to make personalized proposals tailored to each customer’s needs. In addition, by digitizing information sharing with the head office, they will be able to respond more quickly to specialized issues.

Furthermore, enabling access to customer information and the input of negotiation history via smartphone will enhance the efficiency of sales activities. This will allow representatives to spend more time engaging with customers, thereby fostering stronger and more trusted relationships.

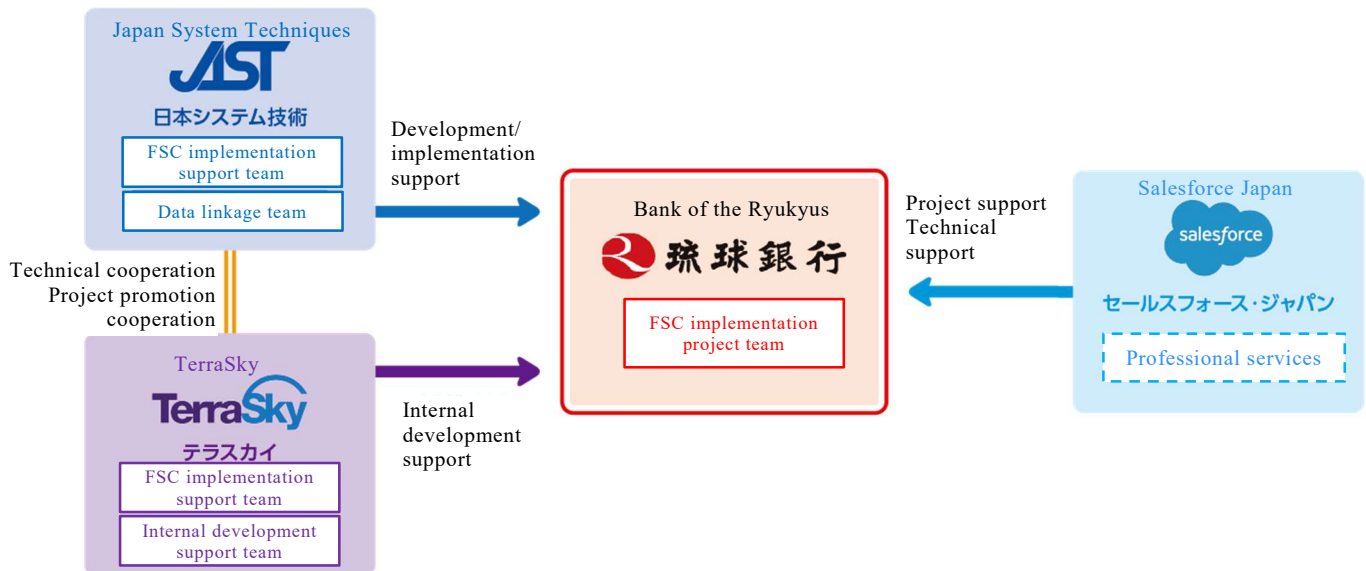
2. Developed using a no-code/low-code approach aimed at future internal system development

To respond swiftly to an increasingly diverse external environment, the system was developed using a no-code/low-code approach, maximizing the use of Salesforce’s standard functionalities with internal development in mind. This enables the bank to proactively and swiftly improve and evolve the system internally in response to market changes and user needs. Compared to outsourcing, this approach is expected to reduce both development time and costs.

■ Framework of This Project

JAST and TerraSky have established a joint development framework to provide comprehensive support across all processes, from data linkage, system development to operation of internal development.

Framework



■ Remarks by Ken Shimabukuro, President of Bank of the Ryukyus

Our goal is to be a bank that contributes to progress in the local communities we serve. We have been building a platform for services that can meet the diverse needs of our customers with even more precision. Combining our many years of experience as a financial institution with CRM/SFA activities that incorporate Financial Services Cloud, which has outstanding scalability, will give us a better understanding of our customers and enable us to provide solutions for a variety of issues.

About Financial Services Cloud

Financial Services Cloud is a CRM solution for financial institutions that centralizes all information involving customers, business transactions and prospective customers for higher productivity. This product is supplied by Salesforce Japan Co., Ltd. (Head office: Chiyoda-ku, Tokyo; Chairman & President: Shinichi Koide).

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