Nomination: 17906
Korea 006 SOOHYUN Inc.

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<td>Entry Title</td>
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<td>Korea 006 SOOHYUN Inc.</td>
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<td>A01 - A09 - Award for Innovation in Management &gt; A01B. Award for Innovative Management in Business Product &amp; Service Industries - Up to 100 Employees</td>
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<td>Submission Format</td>
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<td>An Essay of up to 625 Words</td>
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Essay

01. Maintained Noblesse's No. 1 marriage information company and won the industry's first award for 5 consecutive years.
- 2014 ~ 2020, 2022 Stevie Awards IBA Category Company of the Year Silver Award
- 2018 Stevie Awards Gold Award for Corporate of the Year in the IBA category

02. CS training staff and system introduction -> Prevent consumer damage and actively reflect customer needs.
- Introduced CS training staff and system for the first time as a marriage information company.

03. Introduced manager penalty system. -> Members can meet with the opposite sex more accurately and quickly
- Introduced Korea’s first gender marriage system (5-year average male to female ratio between 2017 and 2022 maintained at 54:46)
- Provides differentiated sex marriage service with no limit on the number of matching members and party participation
- Achieved the highest marriage rate in the industry at 93.2%.
- Introduced the 'manager penalty application system for failure to match for 3 weeks'.

04. National Assembly Social Contribution Award
- For the first time in the marriage information industry, '2014-2020, 2022 Republic of Korea Social Contribution Award Regional Development Award Sector Culture Sharing Award (Commendation from the Minister of Small and Medium Venture Business, Customer Satisfaction Service Management Award, Minister of Gender Equality and Family Award in the job creation sector)' from the National Assembly for the first time in the marriage information industry 8 times award.

05. Participated in the development of the National Competency Standards (NCS) marriage service field.
- Since 2002, the Ministry of Employment and Labor and the Human Resources Development Service of Korea have been developing national job competency standards to systematically nurture manpower who can respond to changes and demands in industrial settings, and from 2013 to 2016, we have been Leading participation in the field of 'marriage counseling' as an industrial field expert.

06. Parent generation empathy special lecture.
- Special lectures are held at Gangnam-gu Office and Dongjak-gu Office to present realistic alternatives to the marriage problem, which is emerging as a serious problem in Korea, for parents and children, taking the lead in leading the correct marriage culture.

07. Leading the right marriage culture -> Marriage information company with the fewest damages
- Compliance with warranty and liability insurance and standard terms and conditions of the Fair Trade Commission to protect customer rights and interests

08. Expansion into the largest space among Noble wedding information companies and establishment of a branch
- Protect customer privacy and provide counseling services that meet various needs and status
- Expansion into the most spacious and luxurious space among Noble wedding information companies
- Busan, Daegu, and Daejeon branches established and additional branch establishments in progress.

09. Practice of Noblesse Oblige. -> Social contribution through regular monthly sponsorship
- Signed an MOU with Korea’s largest social welfare corporation, Green Umbrella Children’s Foundation
- Sponsor a portion of the proceeds to children from single-parent families in Korea
For this category please provide
An essay of up to 625 words describing the nominated executive's or management team's innovative achievements since July 1, 2020, OR a video of up to five (5) minutes in length illustrating the same. Describe the innovative achievements in at least three (3) of the following areas: organizational management, board leadership, brand leadership, business recovery, financial management, growth management, hiring & employee development, investor relations, leadership development, and the promotion of innovative practices.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges

Do You Have Supporting Files You Would Like to Upload?
No

Do You Have Website URLs you would like to link to
Yes

URL 1
https://youtu.be/z9FRKgGhXmQ (https://youtu.be/z9FRKgGhXmQ)

URL 2

URL 3

URL 4

URL 5

URL 6
https://www.isoohyun.co.kr/new/about/about08.php?idx=204&REFURL=/new/about/about07.php?searchKey=1%26searchTxt=%EC%8A%A4%ED%8B%B0%EB%B9%84 (https://www.isoohyun.co.kr/new/about/about08.php?idx=204&REFURL=/new/about/about07.php?searchKey=1%26searchTxt=%EC%8A%A4%ED%8B%B0%EB%B9%84)
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By your submission of this entry to The Stevie Awards you verify that you have read and agree to abide by the regulations, terms and conditions of the competition (http://asia.stevieawards.com/rules-and-terms-conditions-competition).

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