

Best Customer Value & Brand Image

CS & CSM



Lesson. 1

CS

Best Customer Value & Brand Image

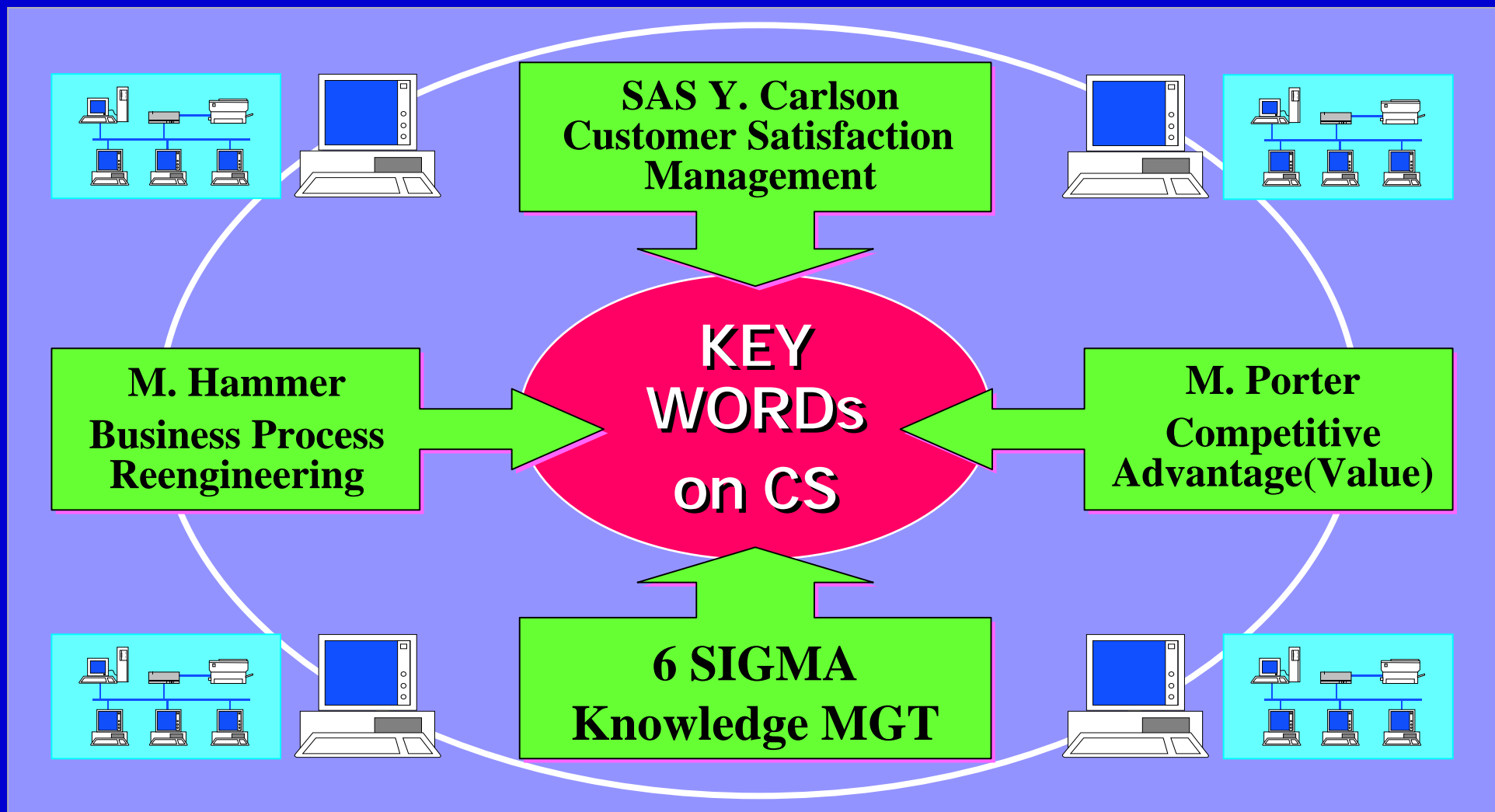
1 . 가



/ WAL MART

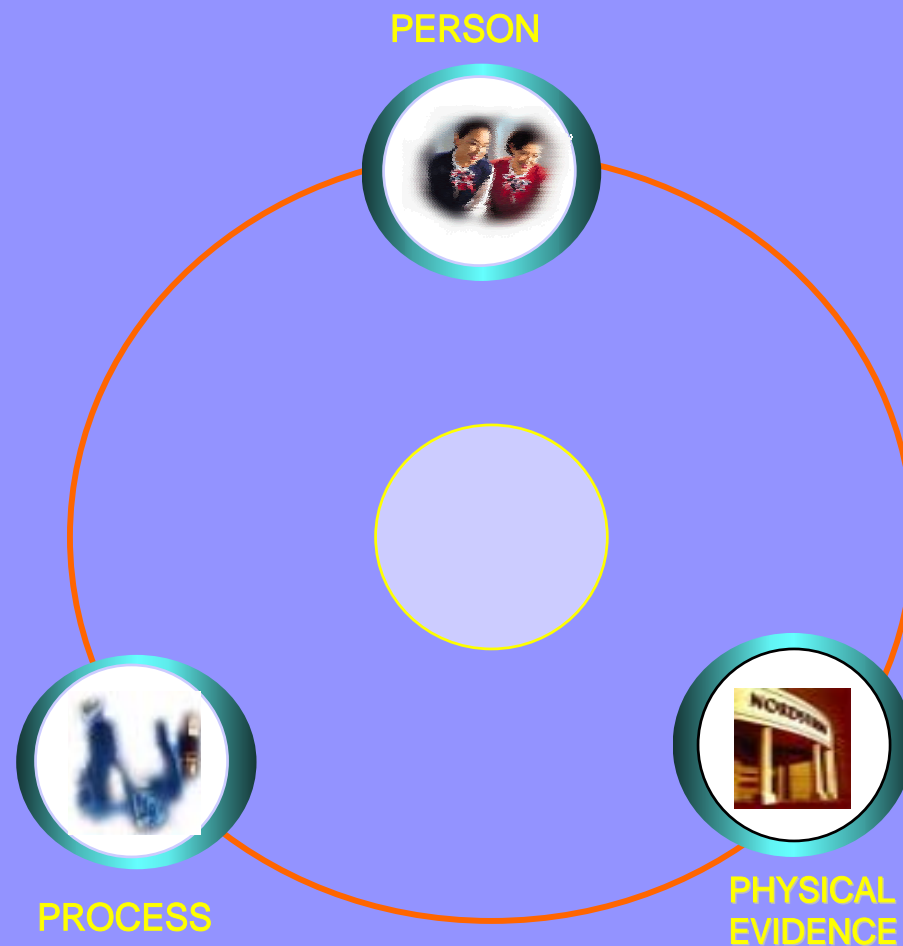
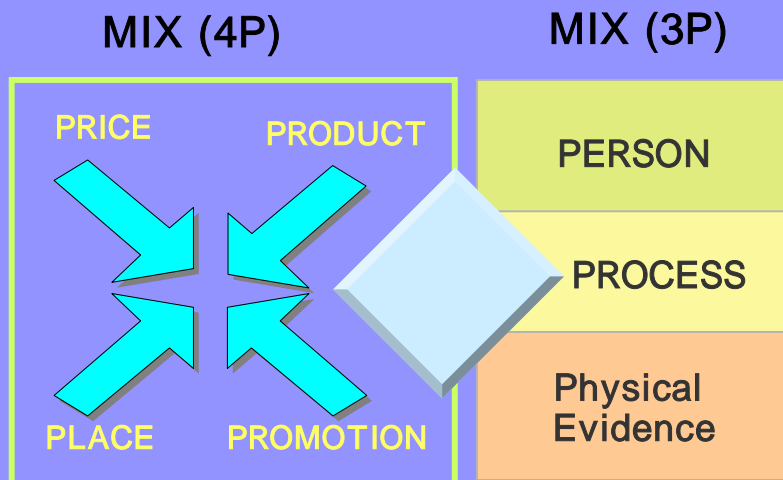
Macro Solution Consulting

Key Words on CS Management



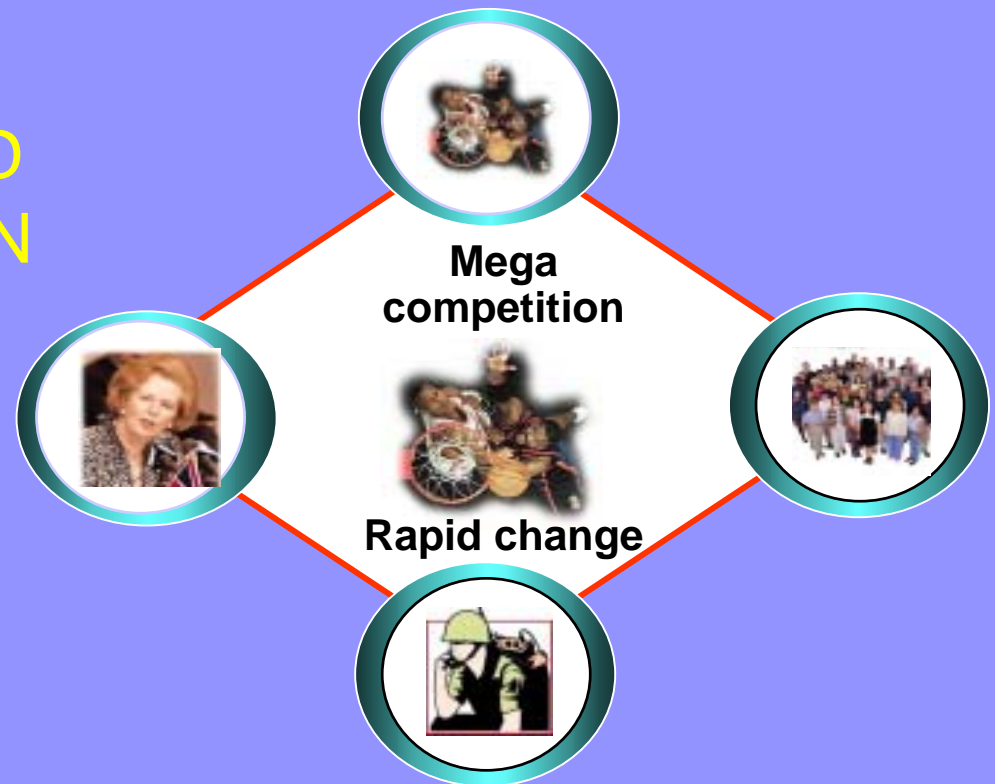
3P

- PERSON
- PROCESS
- PHYSICAL EVIDENCE



- 4C

- COURAGE & PASSION
- CORE COMPETENCE
- CUSTOMER ORIENTED
- CHANGE ADAPTATION



CS

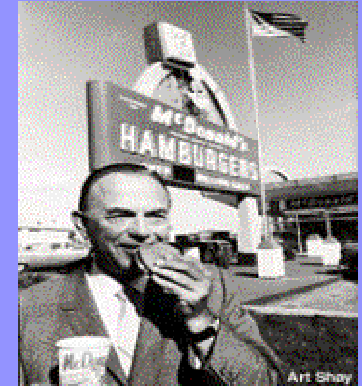
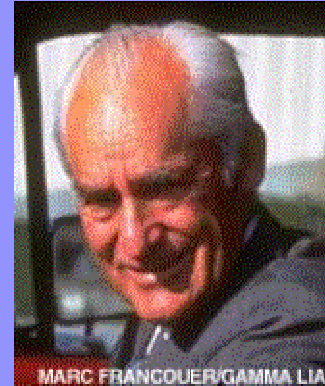
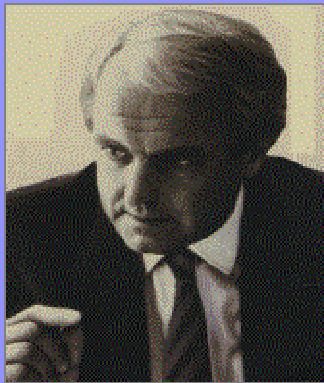
Paradigm

CS

Paradigm

CS

PROCESS





4 KSF's for CSM(TOPS)

Top-Down

- TOP
- - Strong wills from champions and nobles obliges.

Organization

- CS
- CS Lead
- Well-organized CS headquarters and leading groups.
- Participate whole persons and teams in the company.

Passion

- CS
- 1

Strategy & Skill

- CS
- 80%
- Strategic efficiency and effectiveness.

Lesson. 2

CS

Best Customer Value & Brand Image

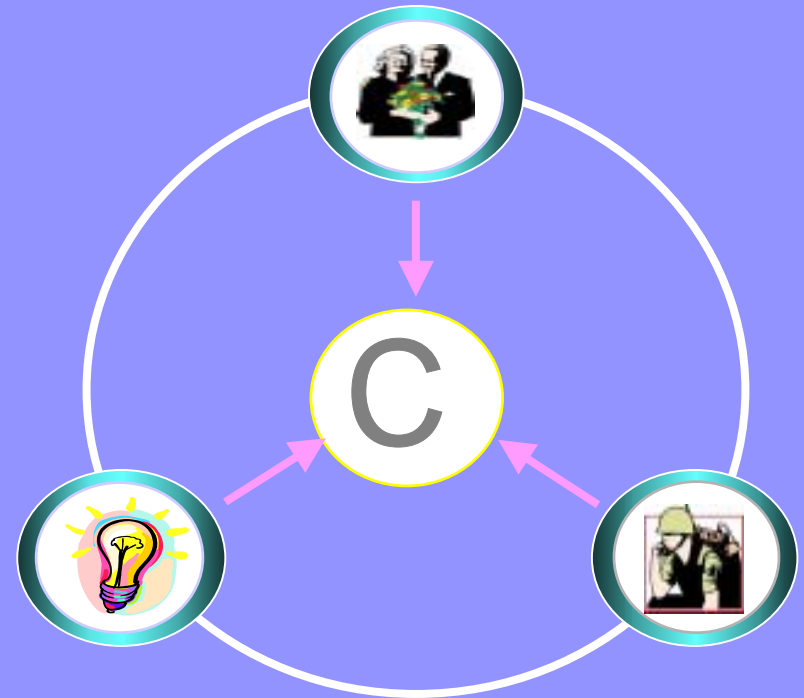


CHANGE • COMPETITION • CUSTOMER

가

가

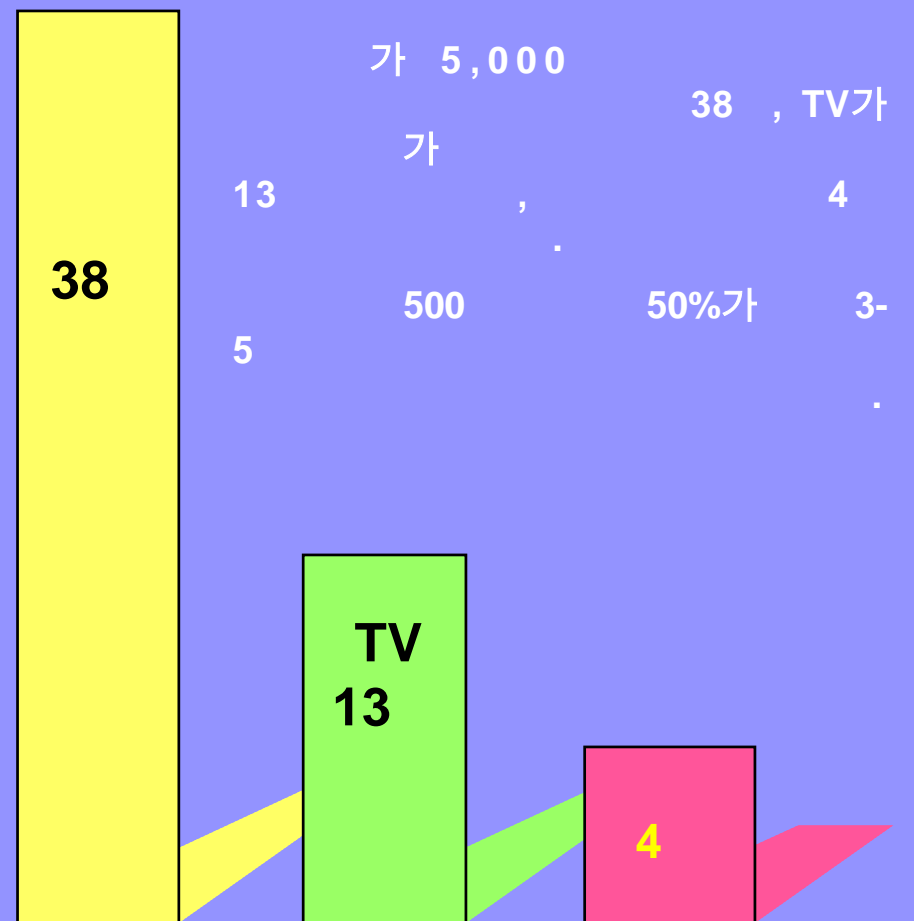
3C



가

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/ B-business





가?

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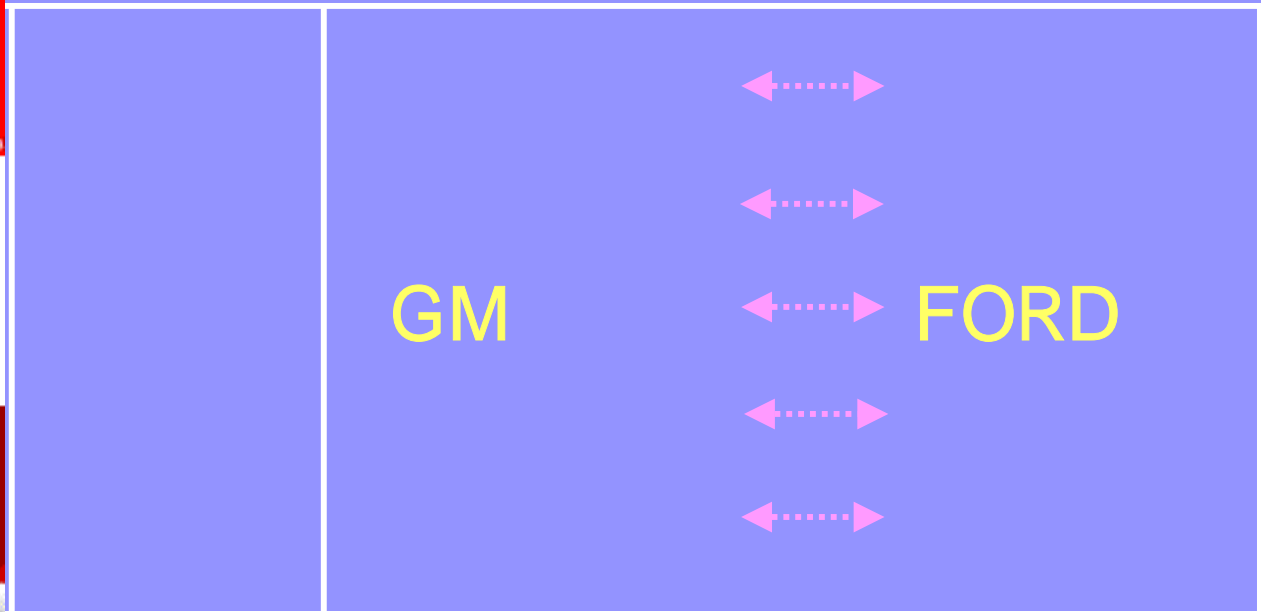
2

2

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AI Lies & Jack trout

3



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38



GM

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/ 2000 10 22

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가

가

S&P

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97 12 50

가

-76.5%

1997.12.25

1997 6 17



가 1 6 20
(1 6 20)

가 792.29
1\$=879.5

가
(97 12)
가 ()

1 2,113.9

2 1,620.0

5 1,401.4
6 1,257.4
7 1,128.4

1997 12 12



가 3 80
(66)

가 350.68
1\$=1,737.0

가
()

1 2,113.9

2 1,557.8

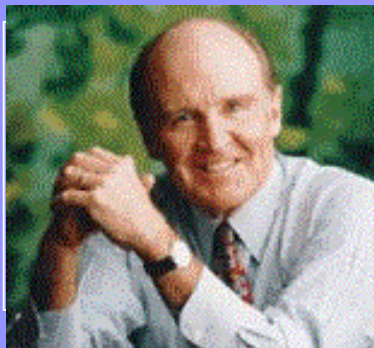
41 448.9

50 380.0

Jack Welch

5가

가?



GE가

GE가

1. 가 가?
2. 3 가?
3. 3 가?
4. 3 가?
5. , 가?

/ GENERAL ELECTRIC

CSM

1. MEGA COMPETITION

2. RAPID CHANGE

needs !



Lesson. 3

Best Customer Value & Brand Image

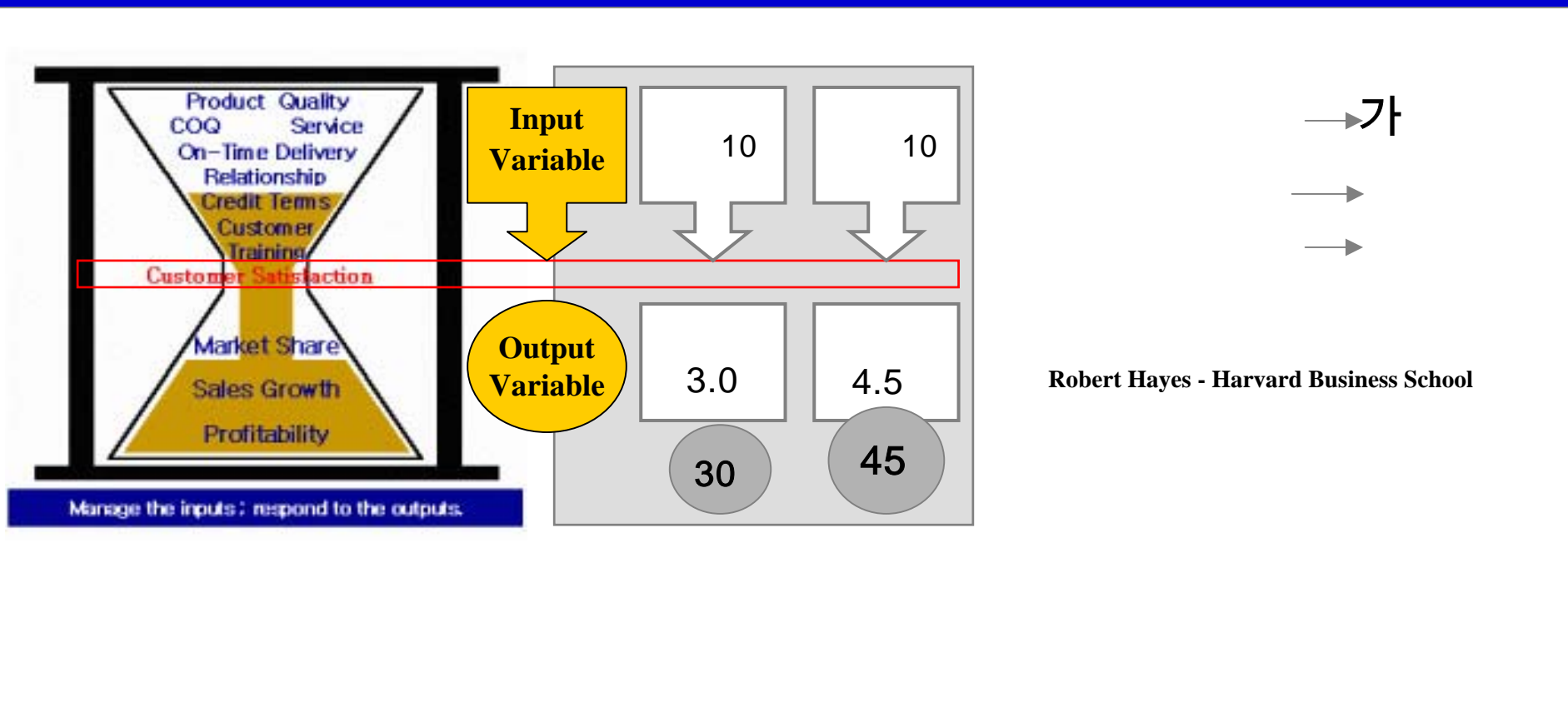
& CRM



CS, Brand, Marketing

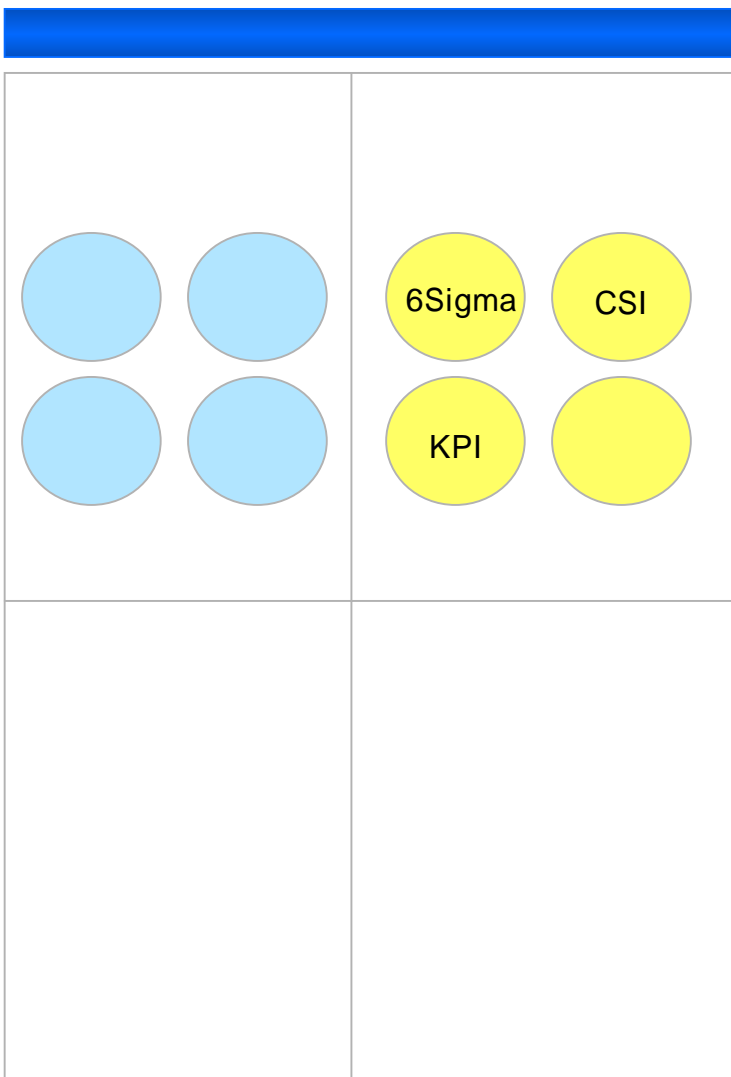
Service is marketing itself. Marketing is brand itself.

Harvard Business School





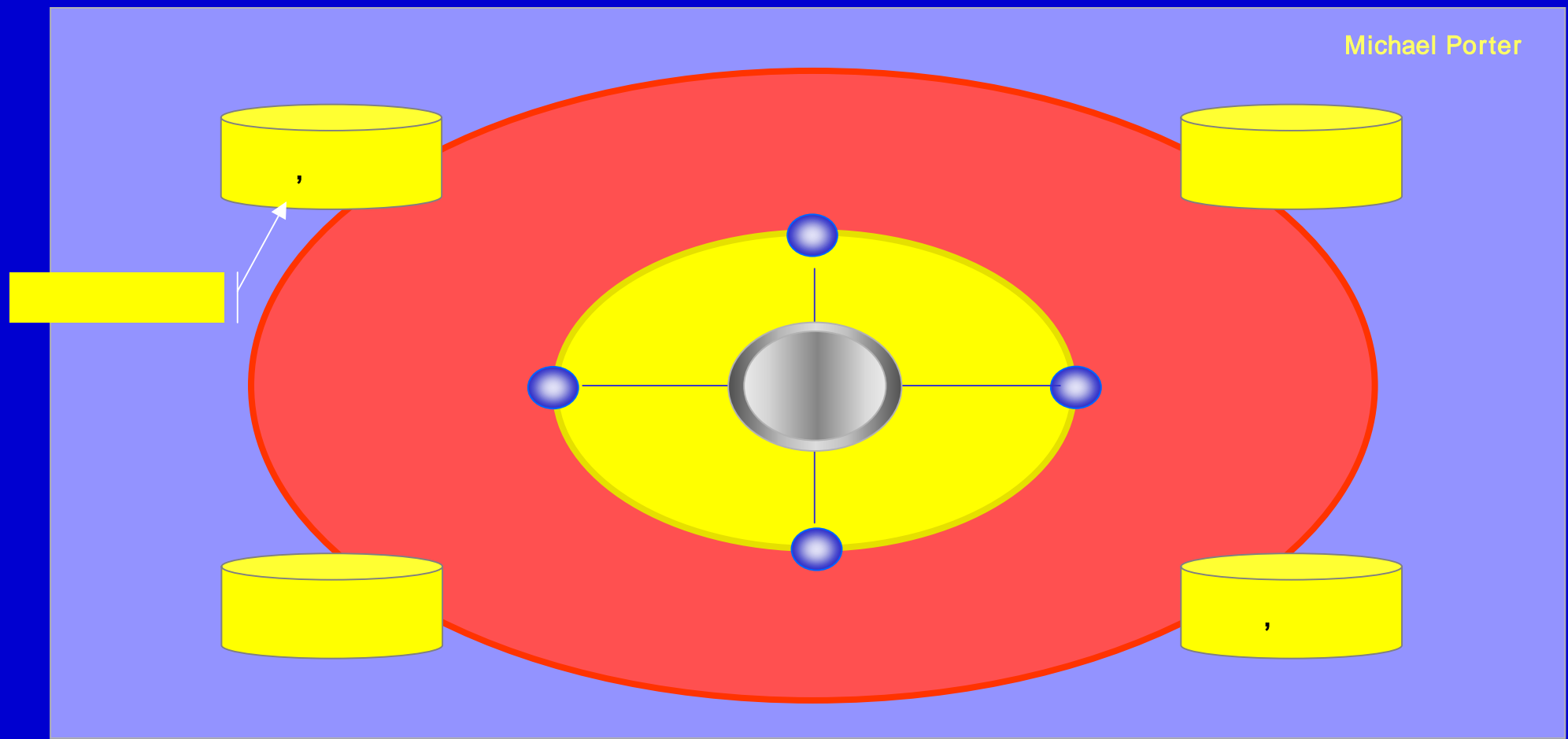
CS



Competitive Strategy	
	<ul style="list-style-type: none"> ○ () ○ 가 ○ / HRD ○ Risk Management ()
4P	Product <ul style="list-style-type: none"> ○ Win-Win ○ , ○
	Price <ul style="list-style-type: none"> ○ Wealth 가 ○ ○ 가 ○
	Place <ul style="list-style-type: none"> ○ ○ PA (FP) ○ (/)
	Promotion <ul style="list-style-type: none"> ○ ○ ○ ○
3P	Person <ul style="list-style-type: none"> ○ : . ○ : . ○ : . ○ : .
	Process <ul style="list-style-type: none"> ○ (가) ○ (SAP-CLIP-DOCTOR)
	Physical Evidence <ul style="list-style-type: none"> ○ .Cl. : . ○ : .



Michael Porter



가 , Needs,

3가



- 가
 - 가/
 - 가
- 가 가
- 가
- 가



- Universal Banking
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- /



- Cyber
 - MM
 - 가
- Cyber 가
- 가 ,
- 가
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- 가



- 가
 - 가
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- , 가
- / 가
- 가

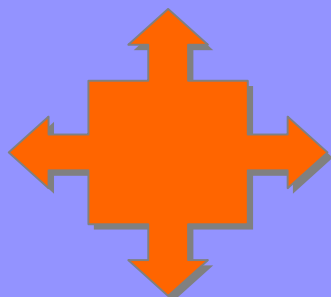
Needs /



() NEEDS



Universal banking



Deregulation



Cyber Trading



	B	C	A
	C	A	B
	中	强	弱
	强	中	弱

가

- 1.
2. (Needs)

HITE

() 가

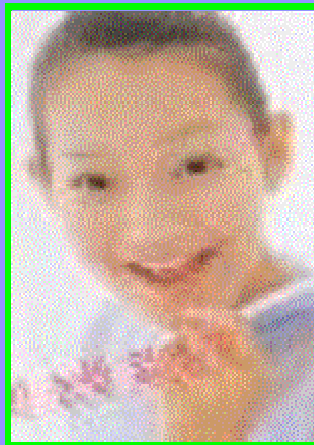
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LOW
LIGHT
MILD
SOFT



1. /

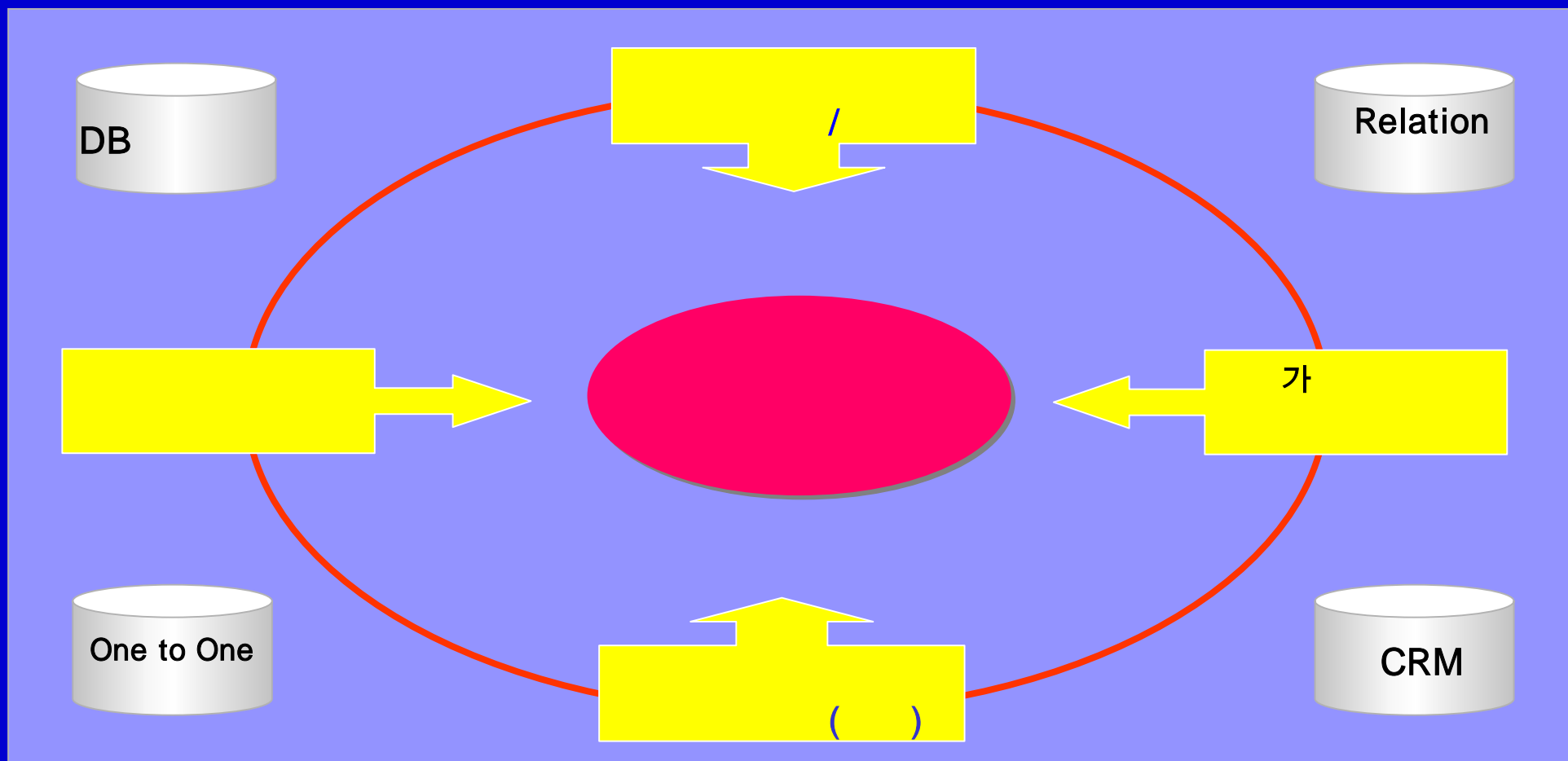
2.

3.

V.S

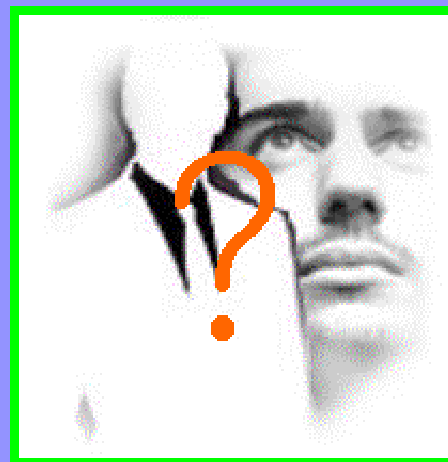
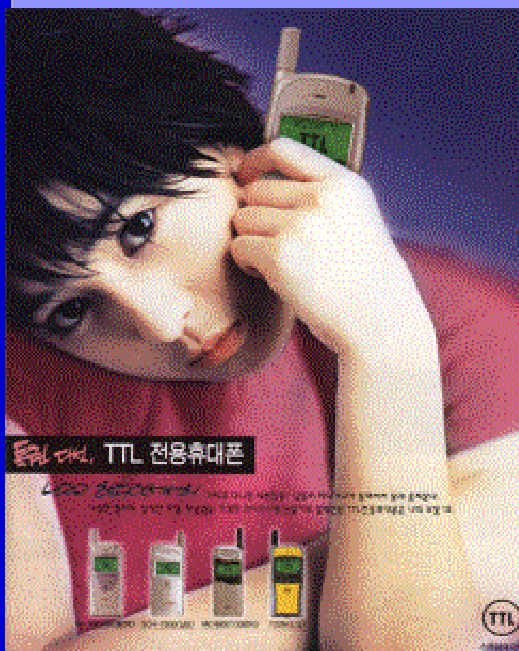
(Perception)

(Relation)



(Perception)

가 가 .



3M Post it

Avis

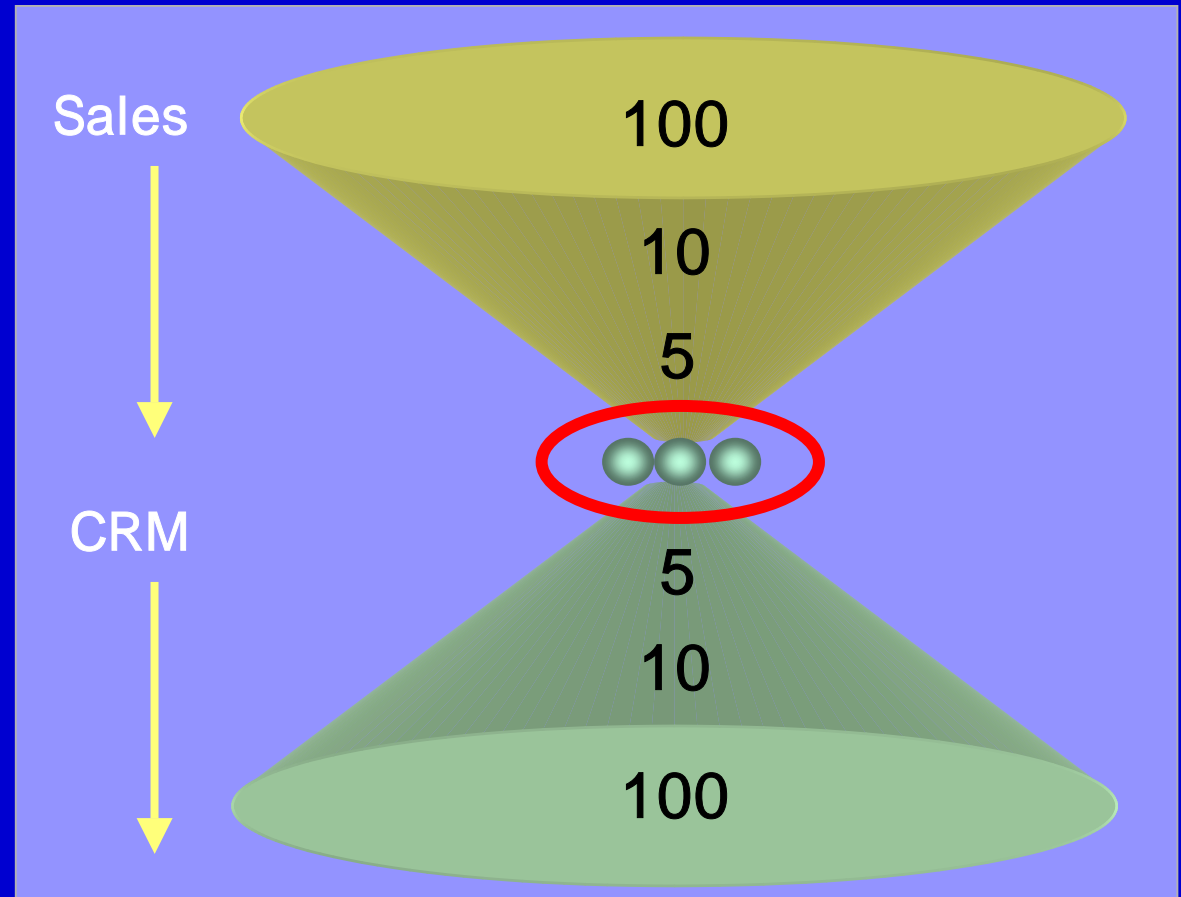
Process

process

SVC = Sales + CRM

Sales process

CRM Process



F. / The Loyalty Effect

가 .



1.

2.

3.

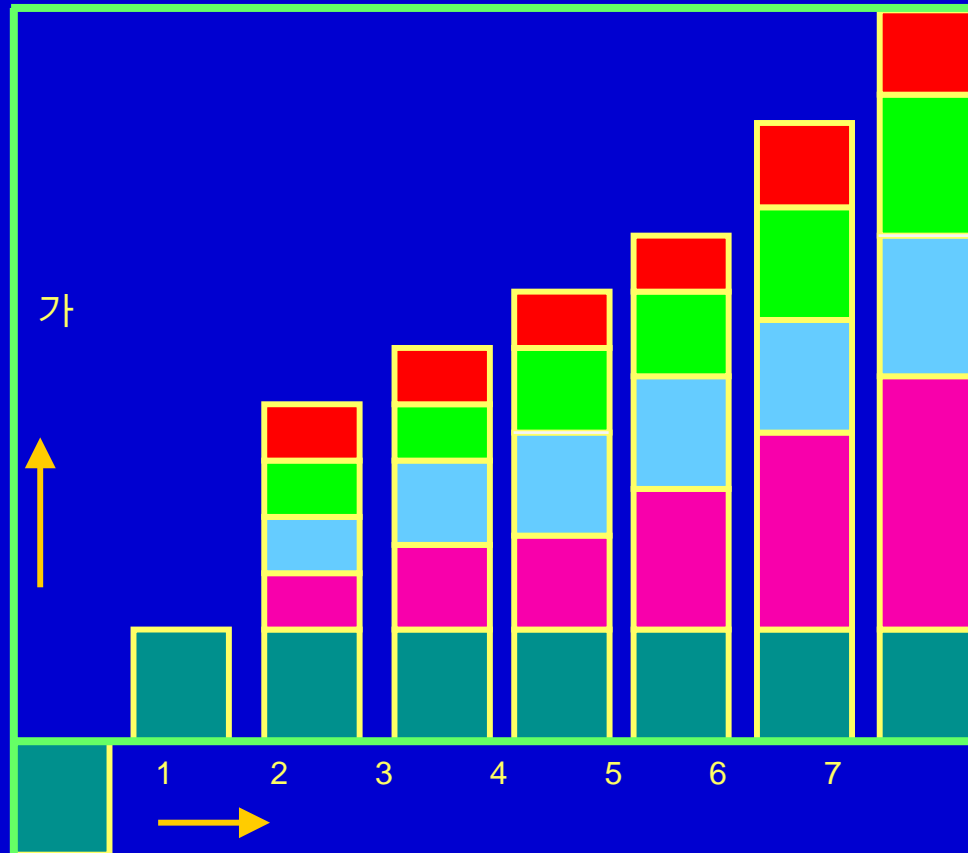
4.

5.

가

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가



가

F.

/ The Loyalty Effect

가 3가

+

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가

Up sale

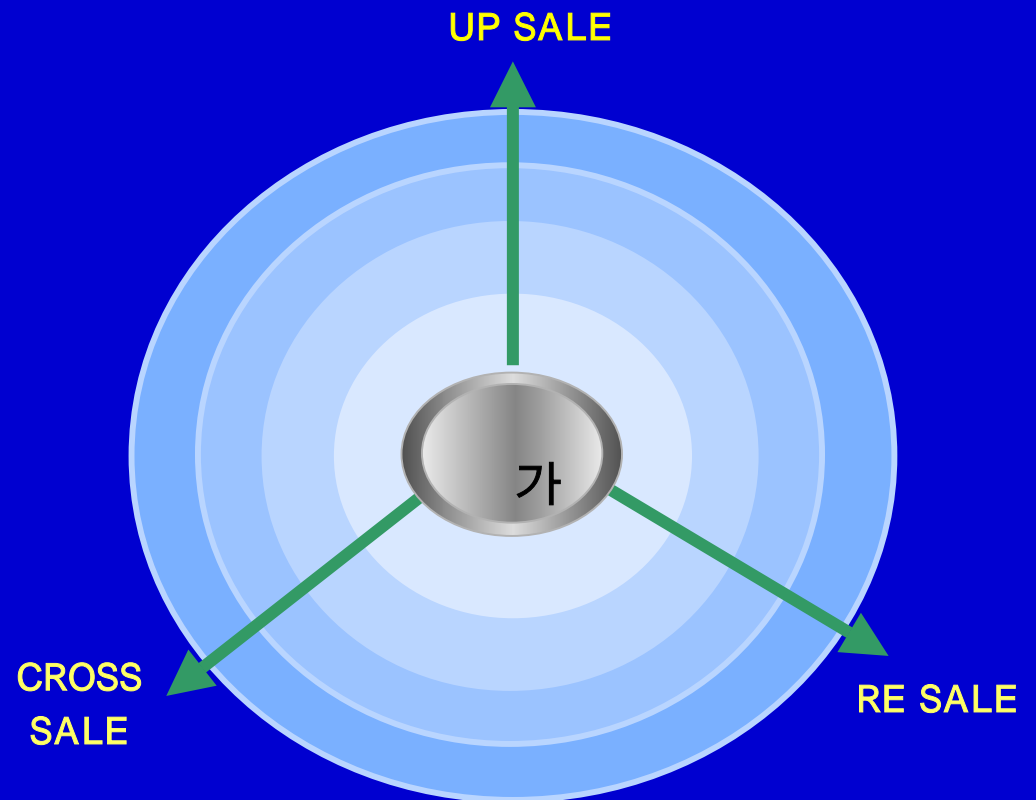
가

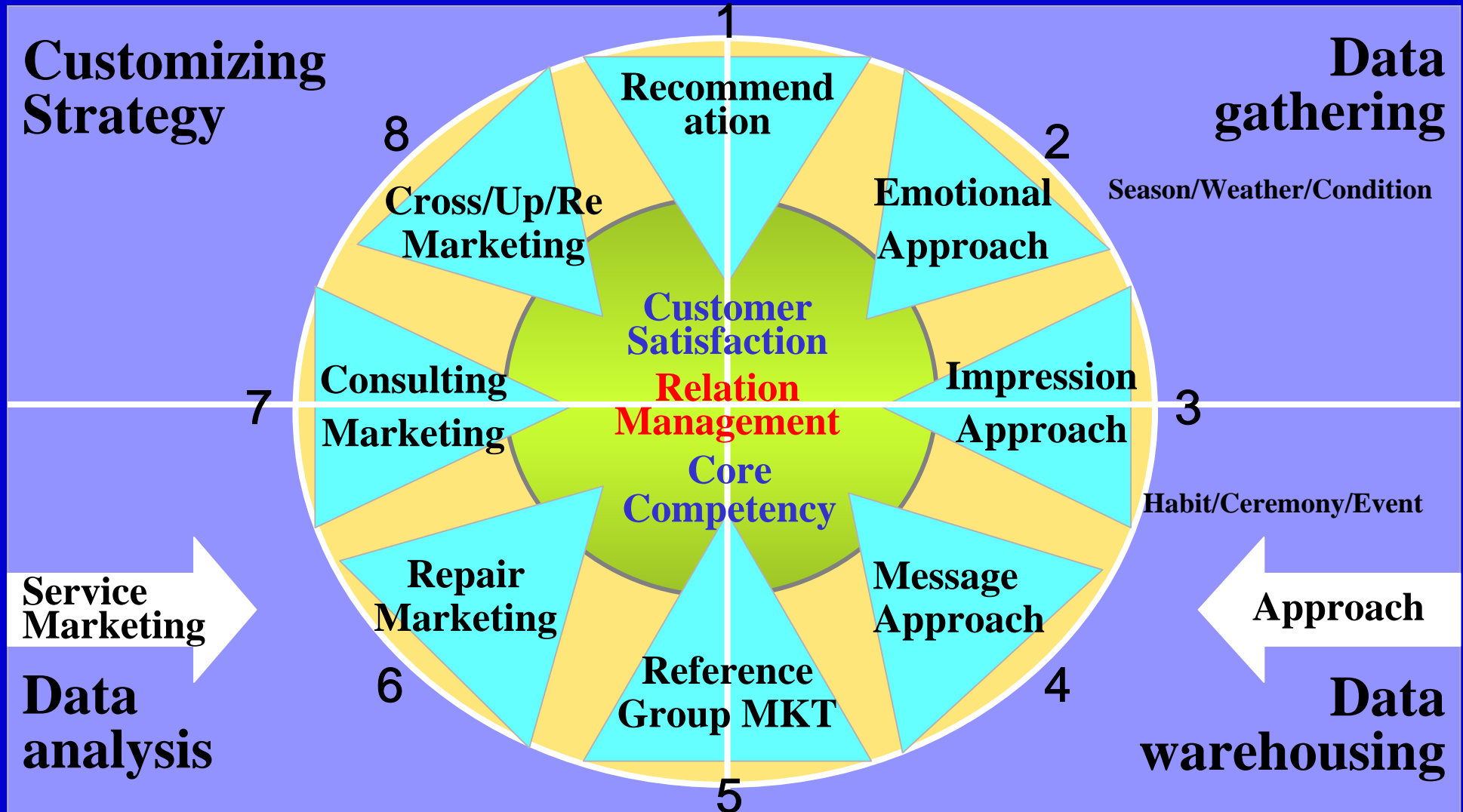
Cross sale

Re sale



Recommendation



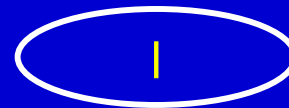




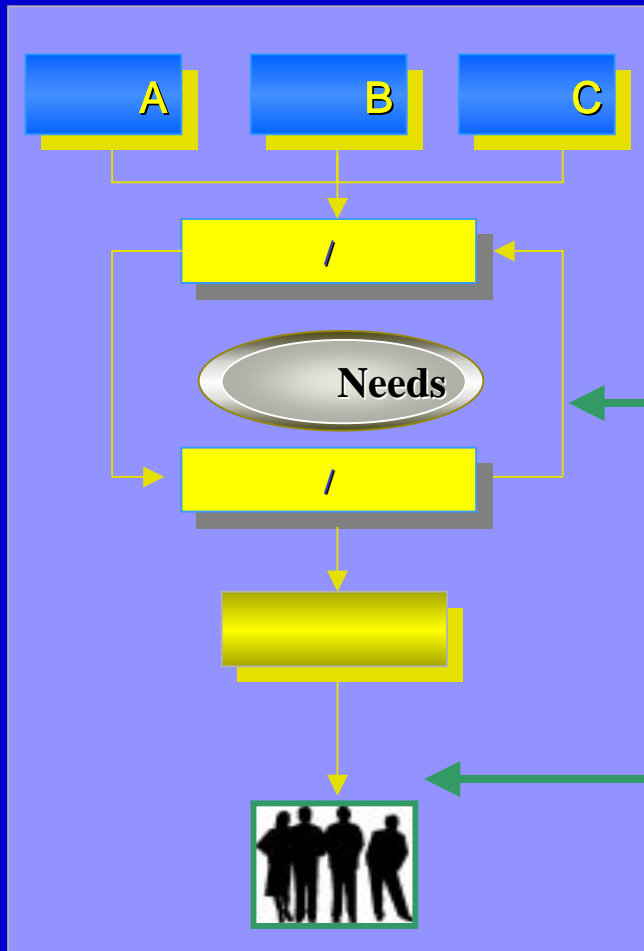
CRM

(, ,)

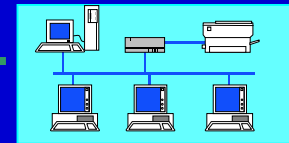
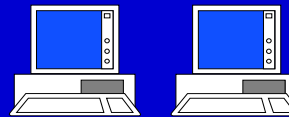
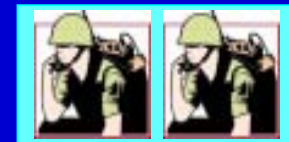
❖ (RM)



❖ (RM)



가



1. / plan

2.

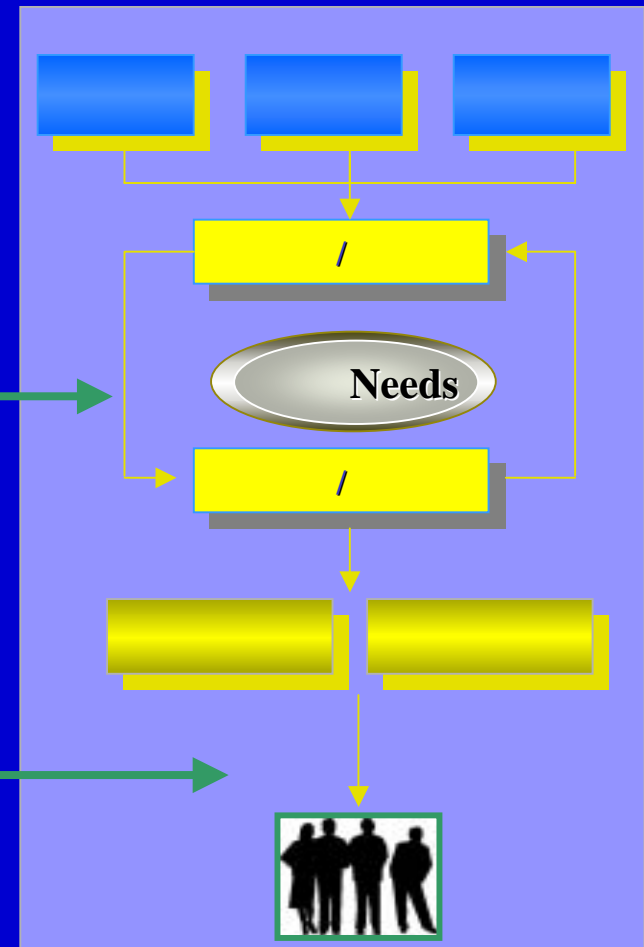
3.

4.

5.

DB

CRM
CRM





THE END

가

*For Your Brilliant Success !
MSC is behind you.*