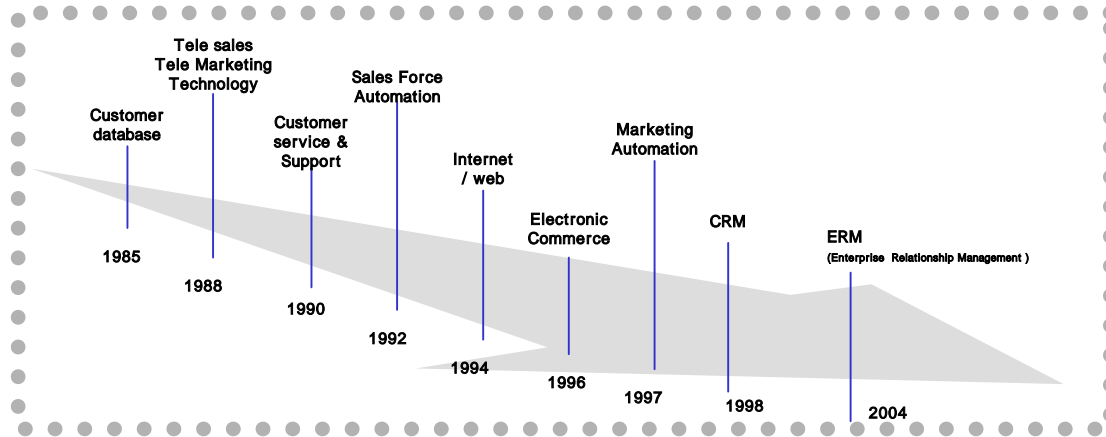


CRM



2003. 1. 23



韓國能率協會 컨설팅

1. CRM / 3
2. CRM / 8
3. CRM () / 21
4. CRM Consulting Process() / 29

CRM

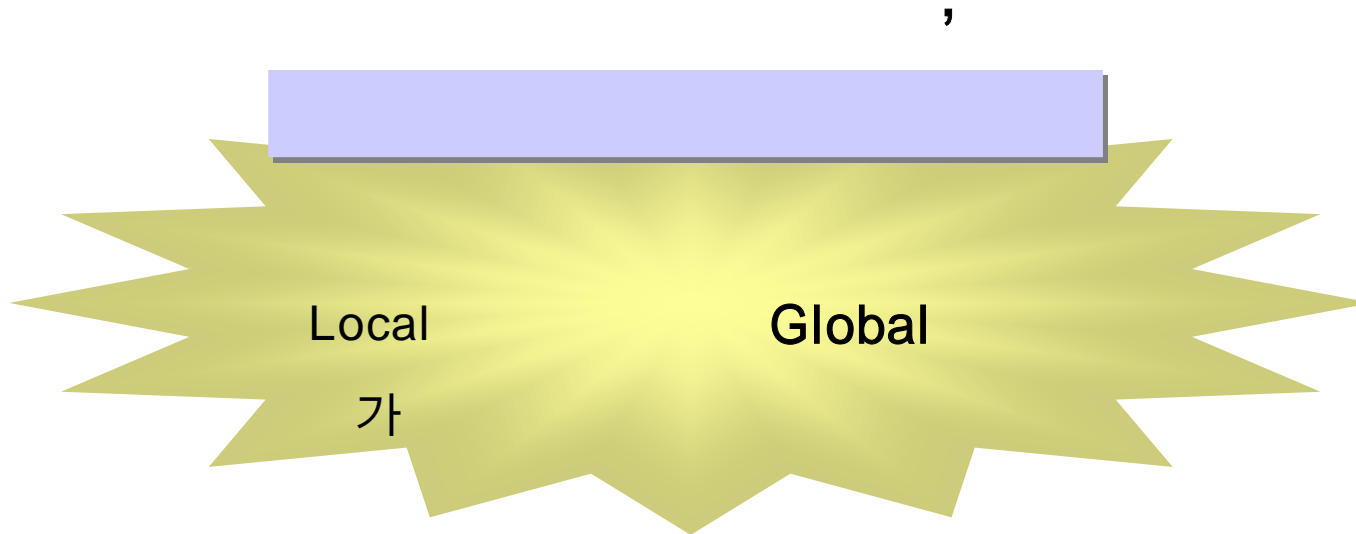
CRM

1. / 4

2. / 5

3. / 6

4. CRM / 7



- Value for the money
-
- Internet Business

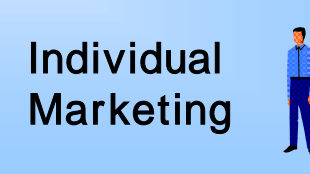
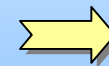
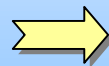
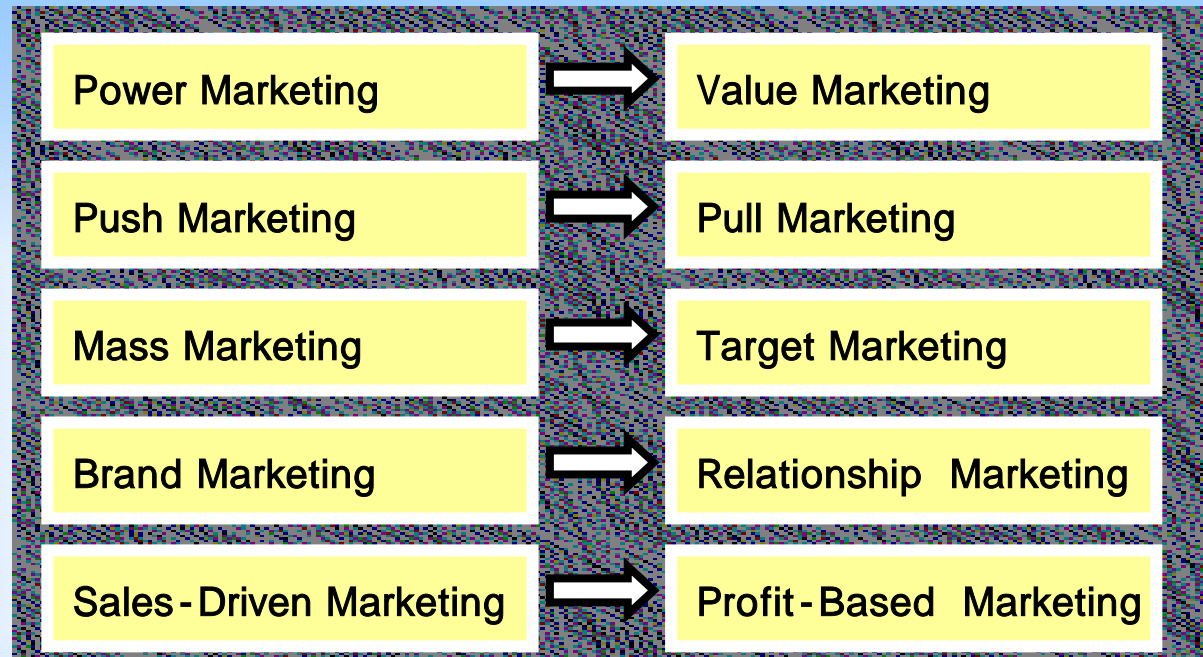
- Demand Supply
-
- Matured Industry

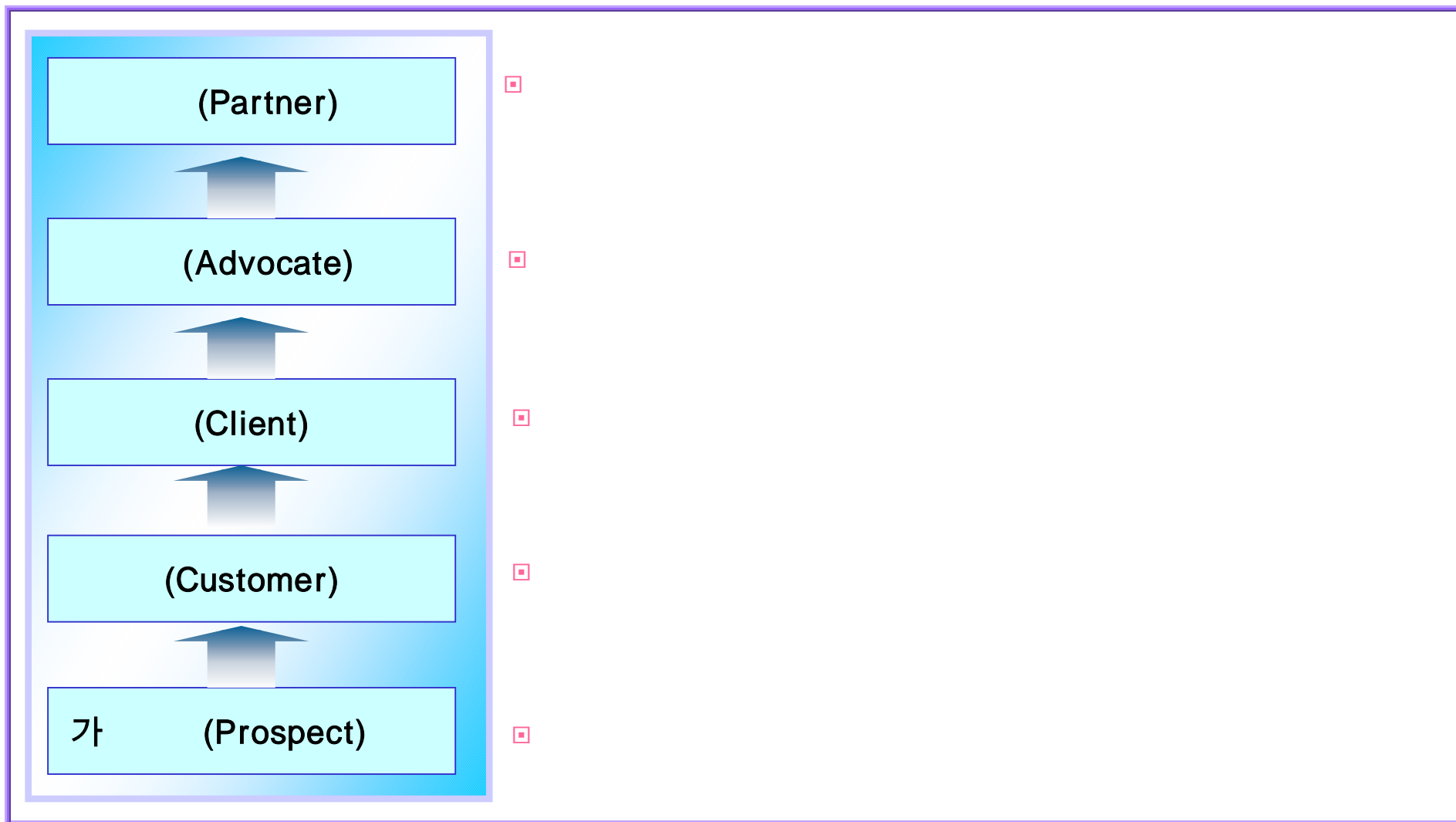
- Global
- M&A,
 - Global communication
 - Dramatic Global shift

-
- Learn & Adjust 가
- KPI

- Internet Interaction
- Supply Channel 가
-

Enterprise
가 .





CRM

가

,

가 .

Issue 1 :

← Target 가 ?

← Target ?

← Target 가?

Issue 2 :
LTV

← 가 ?

← ?

← ?

Issue 3 :

← ?

← ?

Issue 4 :

← ?

← ?

← ?

CRM

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1. / 9

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1. / 10

2. CRM / 11

3. CRM / 12

4. CRM / 13

5. CRM CRM / 14

6. CRM CRM / 15

7. CRM / 16

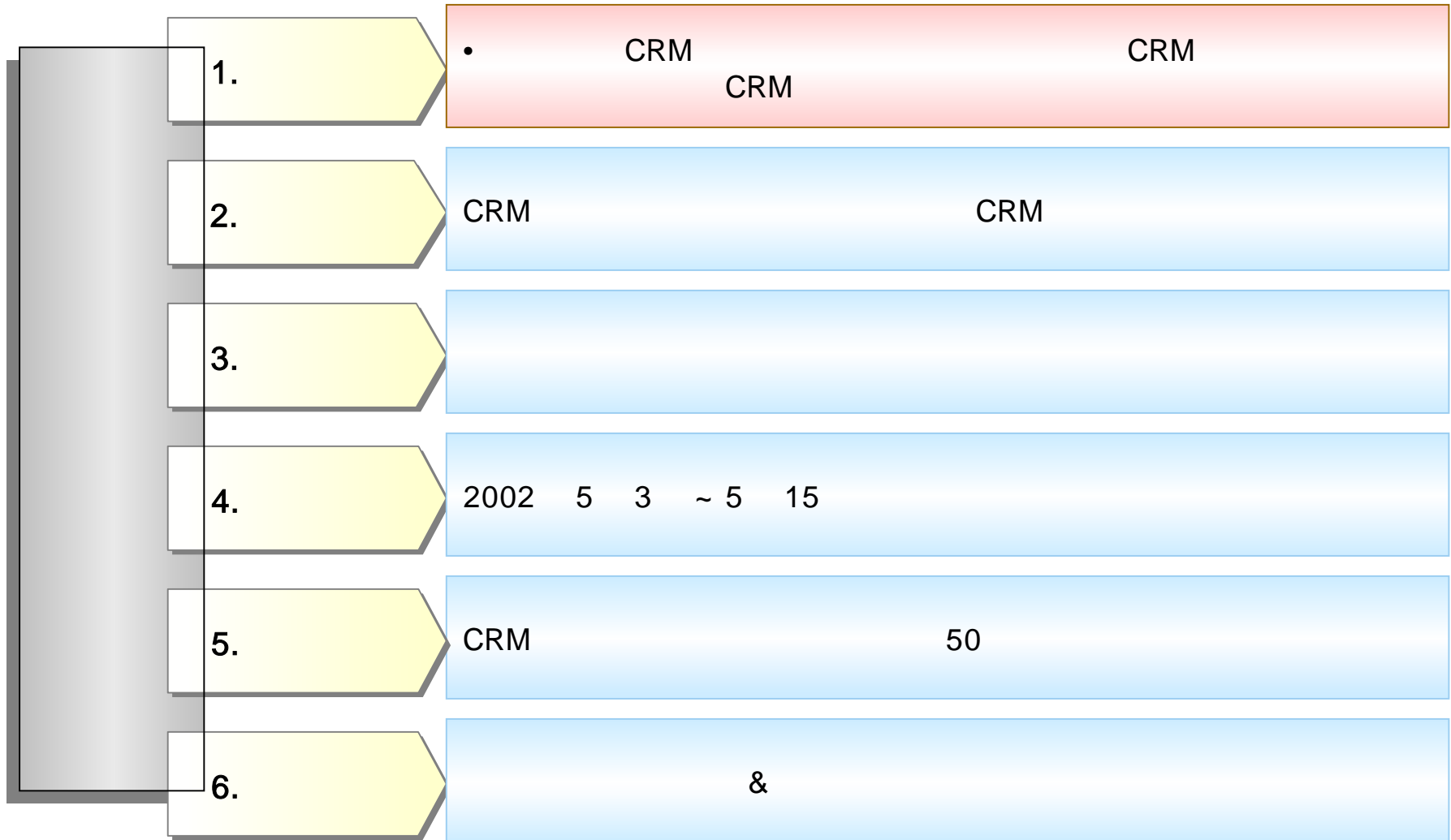
8. CRM / 17

9. CRM CRM / 18

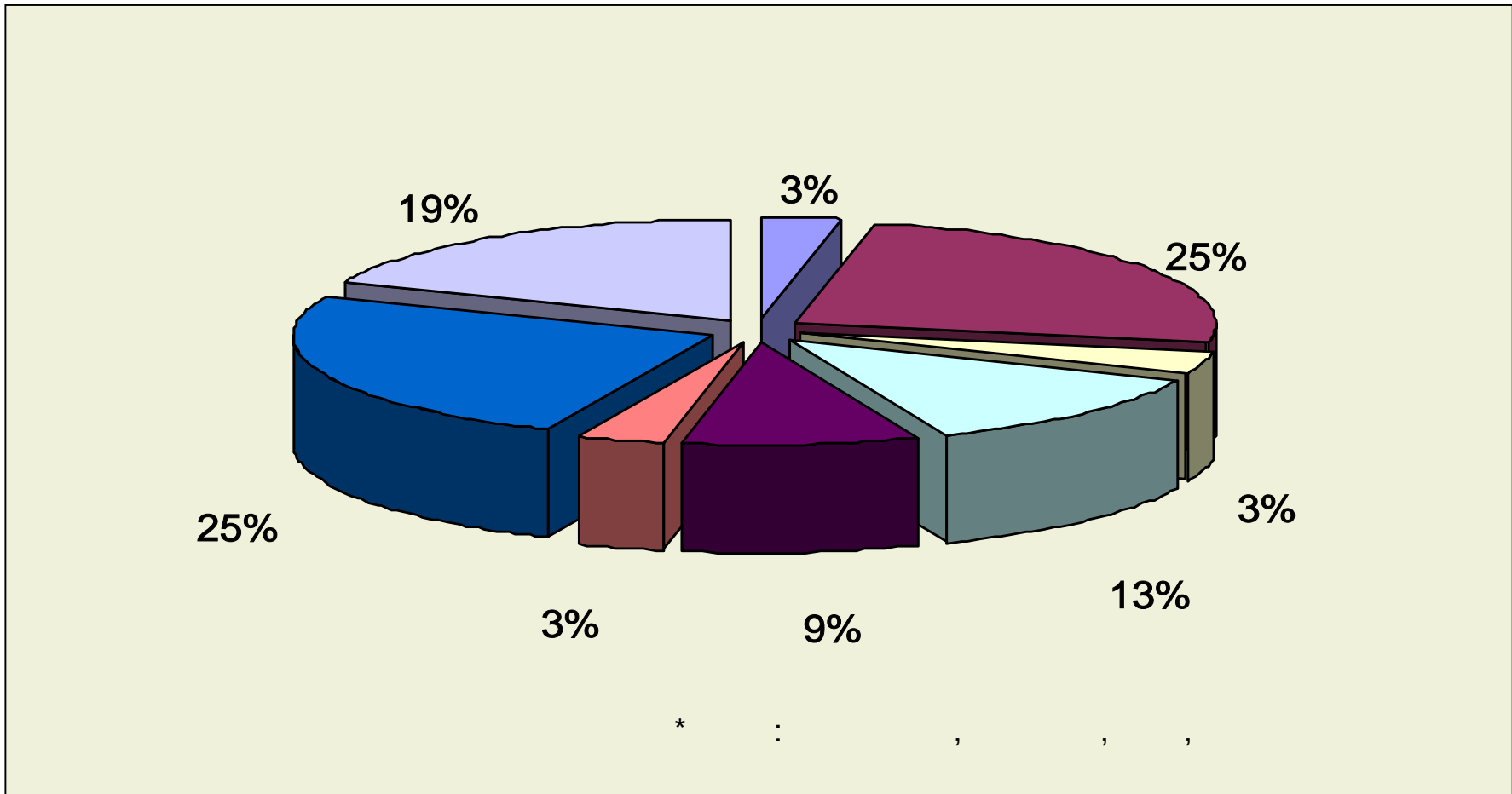
10. CRM 가 / 19

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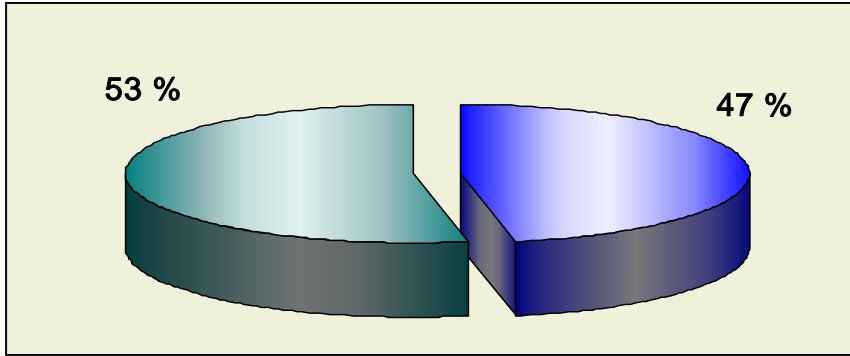
CRM



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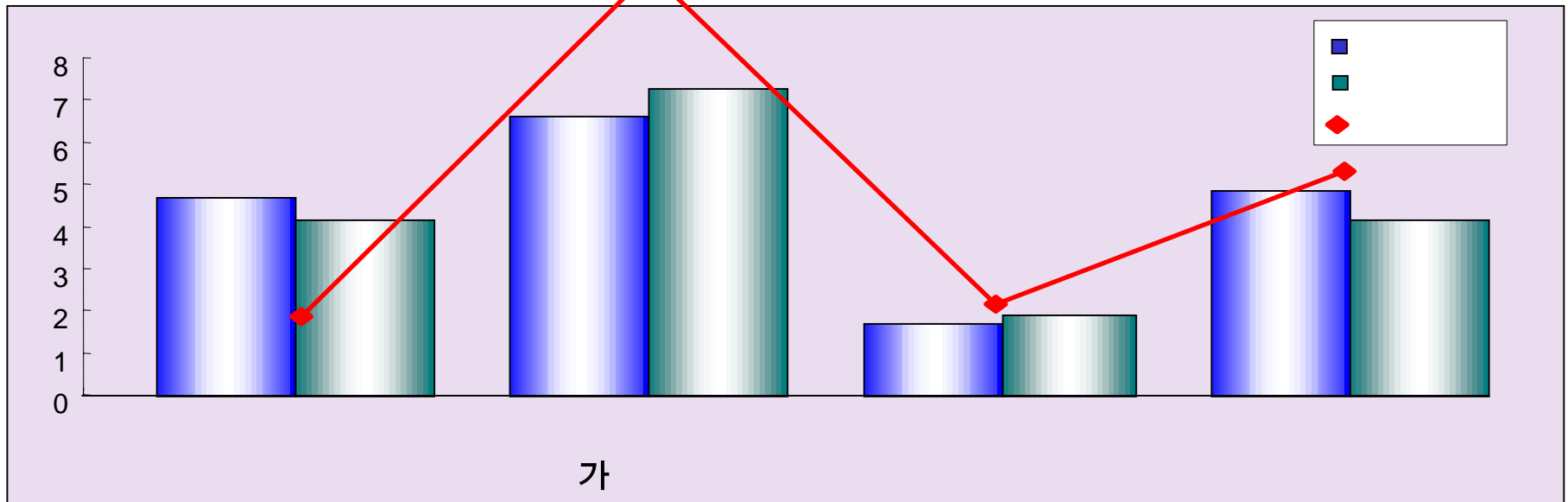
* : , , ,



CRM : 47%, 53%

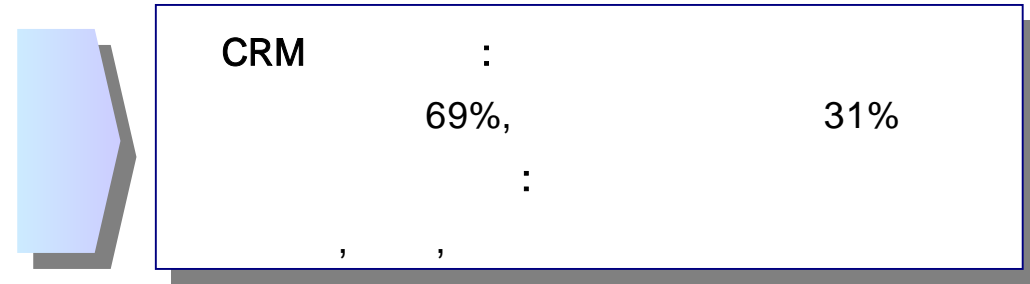
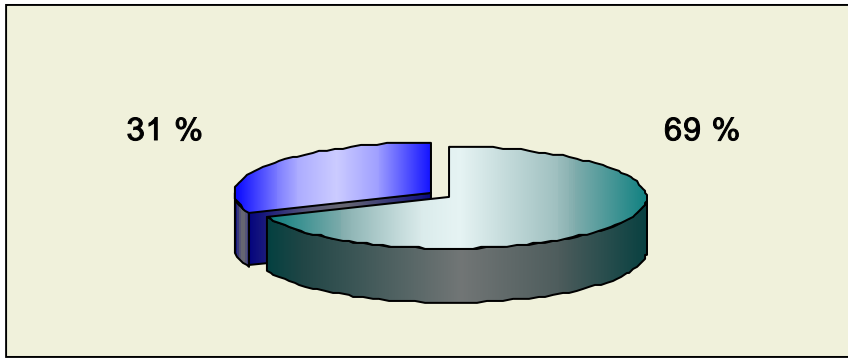
CRM : 가 , ,

CRM

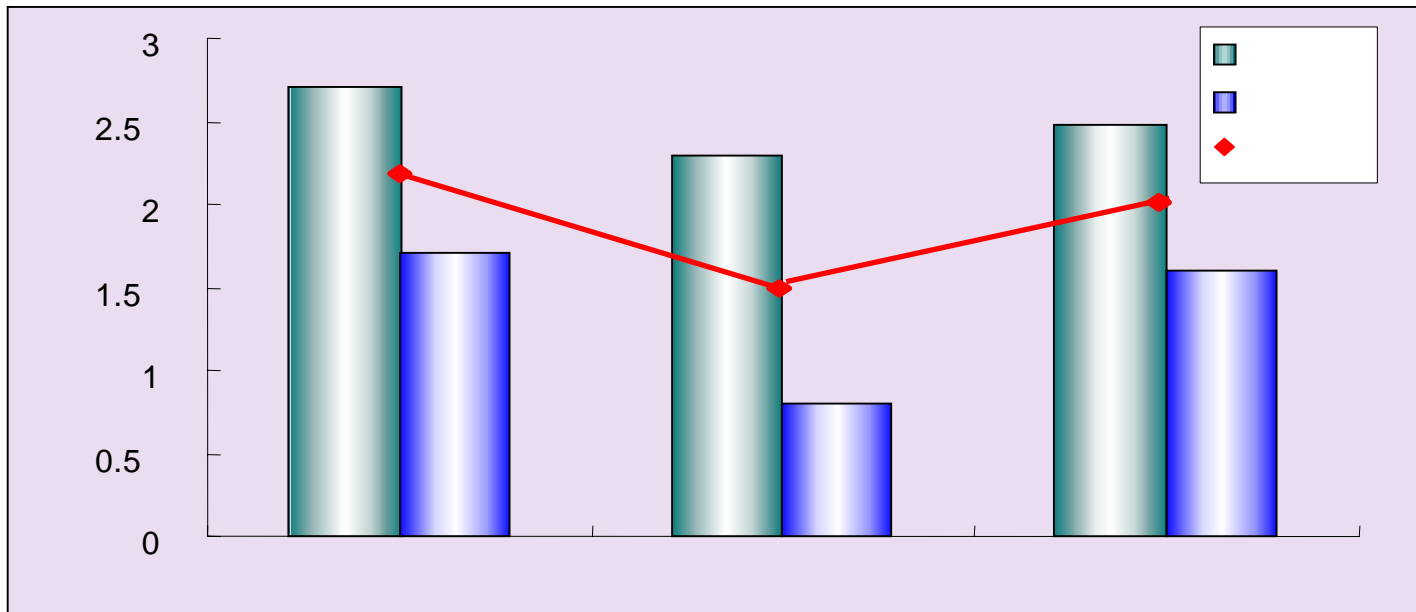


3. CRM

- CRM

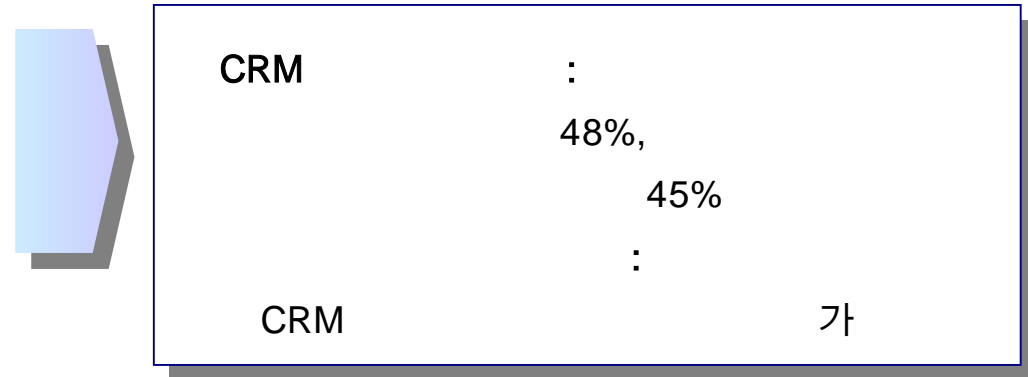
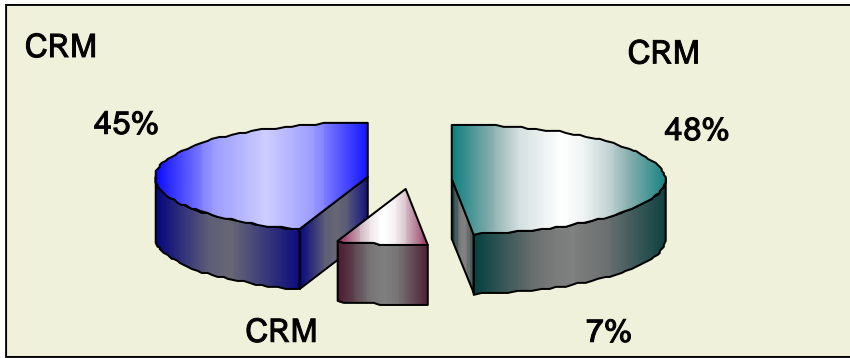


- CRM

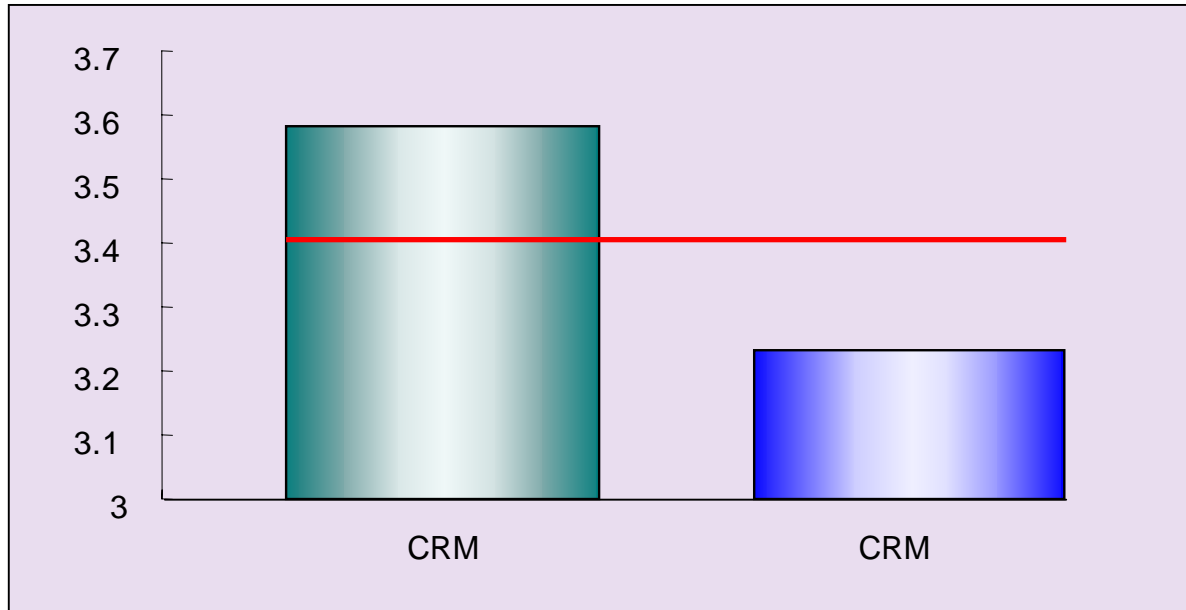


4. CRM

- CRM

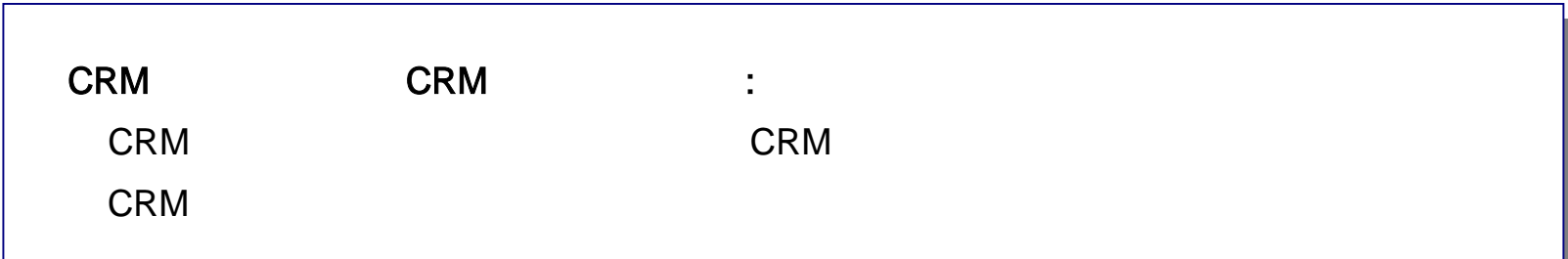
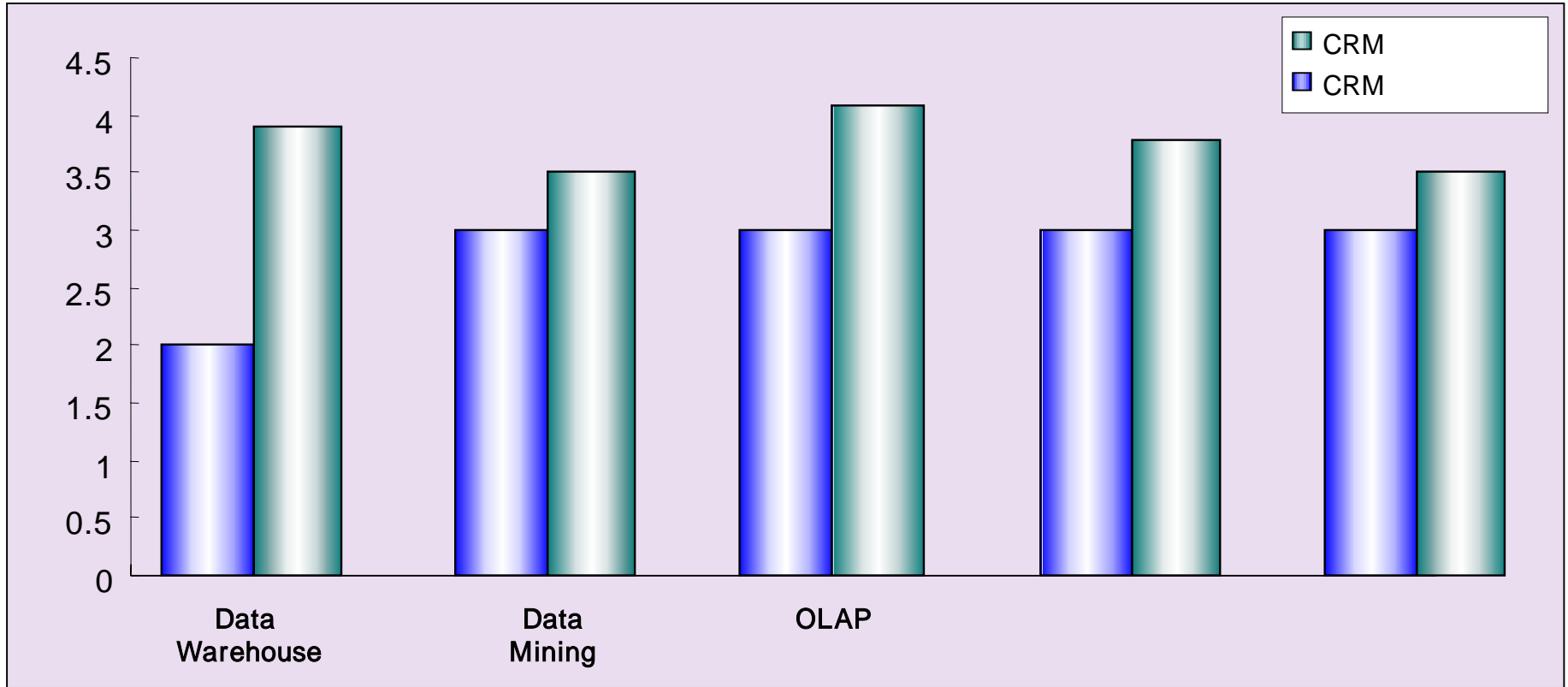


- CRM

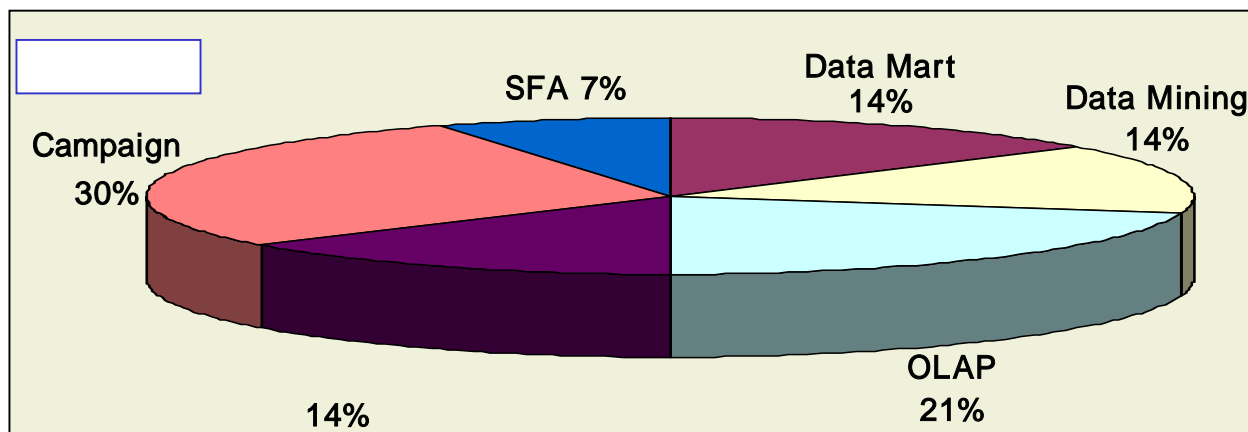
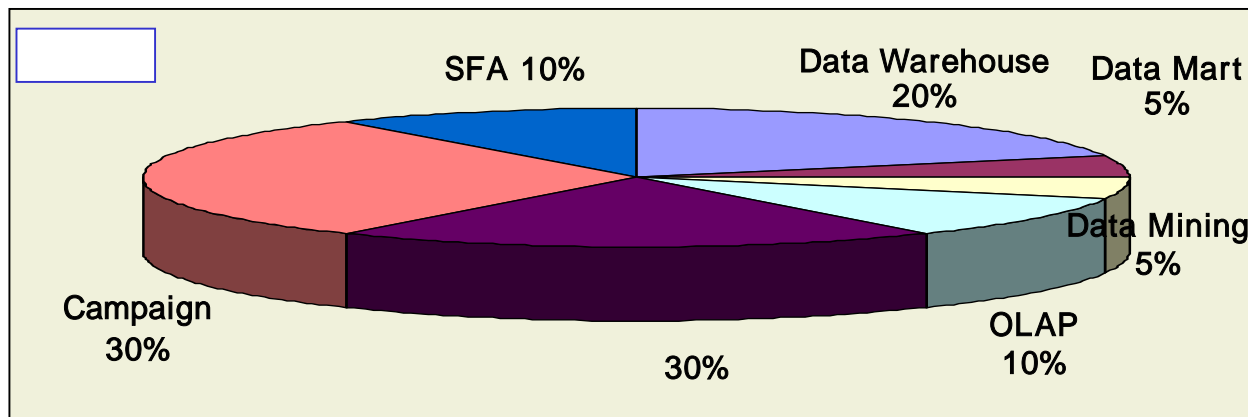


• CRM

CRM

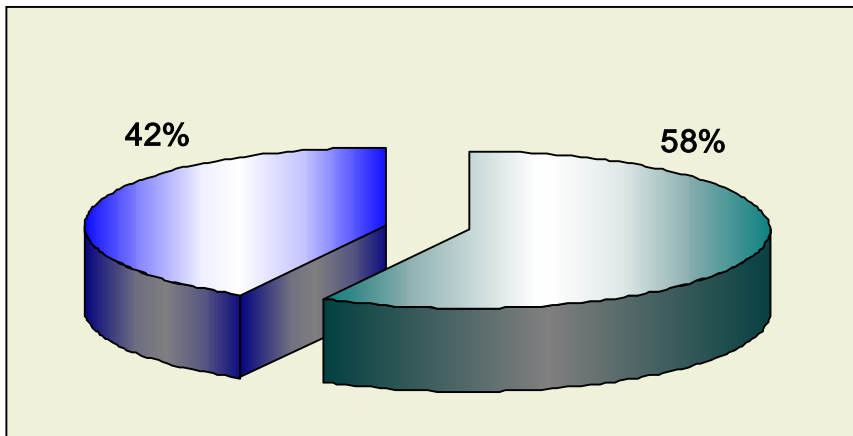


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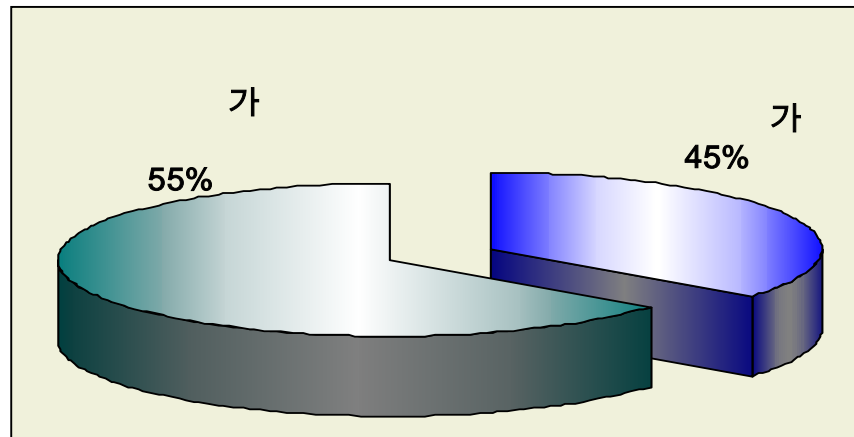
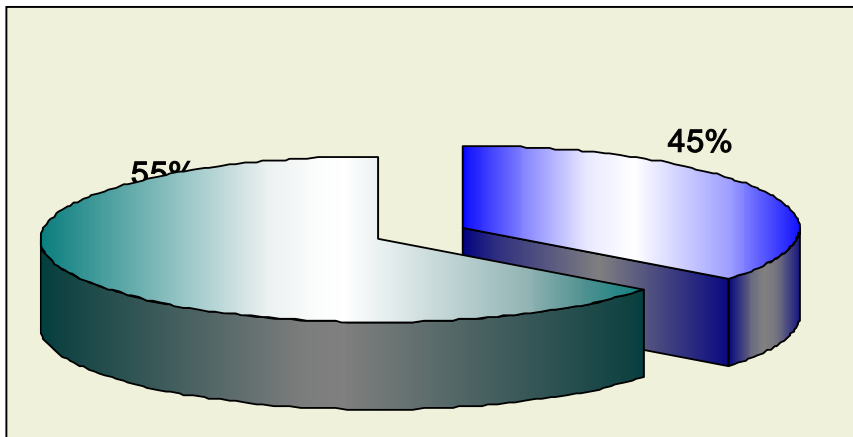


8. CRM

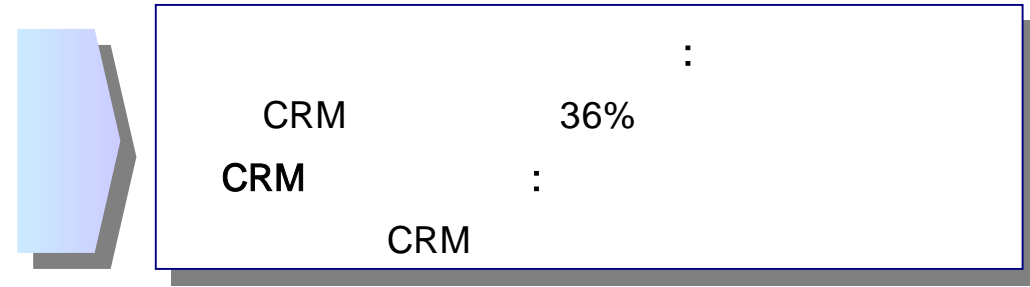
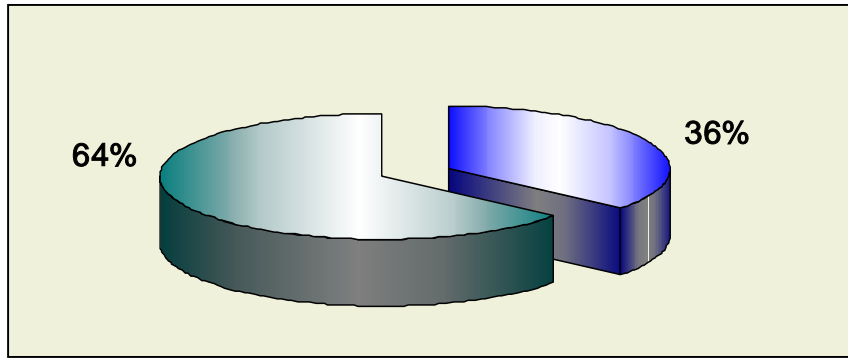
• CRM



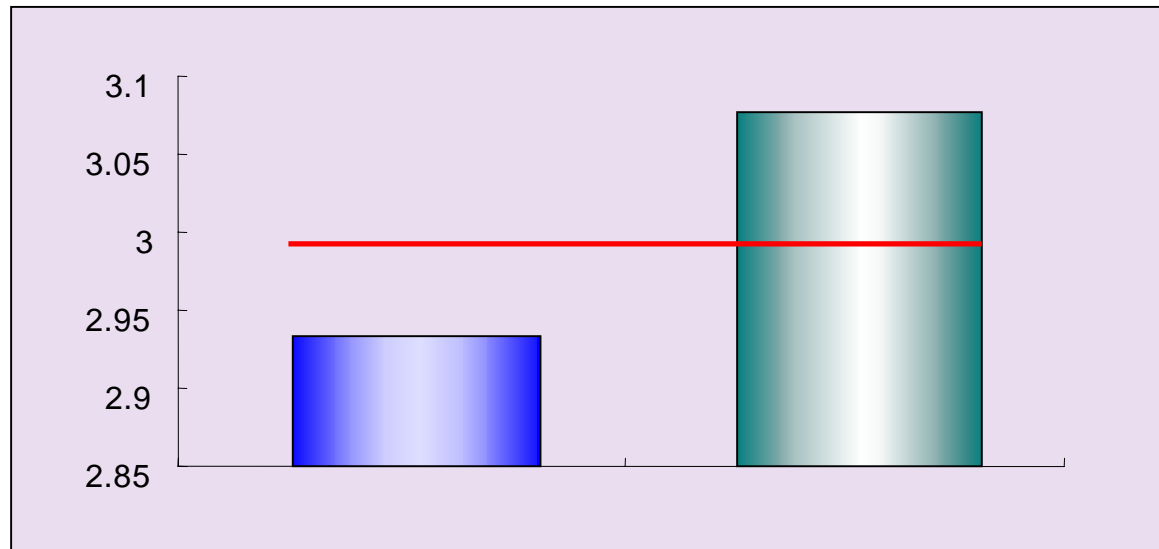
CRM	58%	:
CRM	45%	:
CRM	45%	가



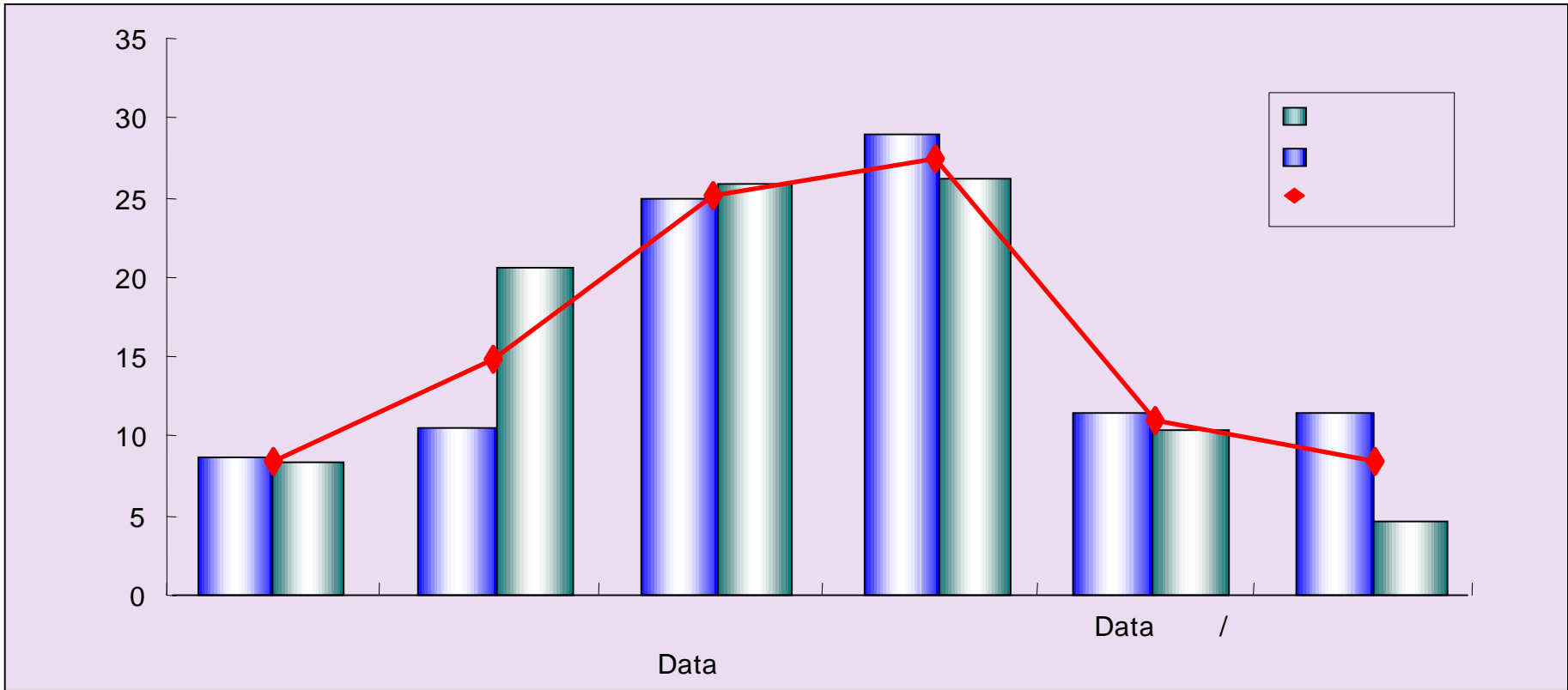
• CRM



• CRM



• CRM 가



CRM	(1) :	Data
CRM	(2) :	,

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	가	<ul style="list-style-type: none"> • • 가 	
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- , CEO Information, 2000.9.6. -

CRM

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CRM Framework

K-CRM

1. / 23

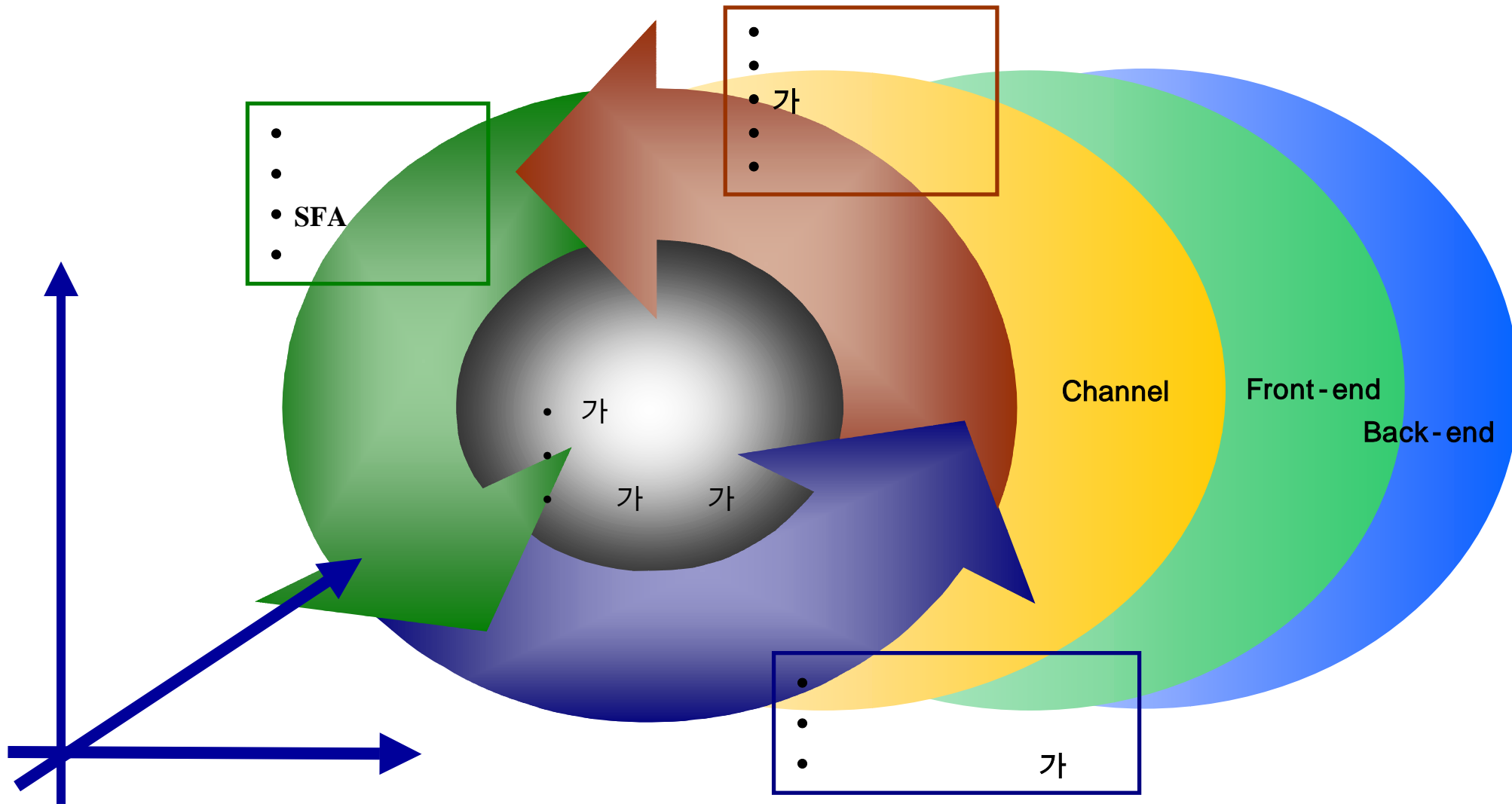
K-CRM

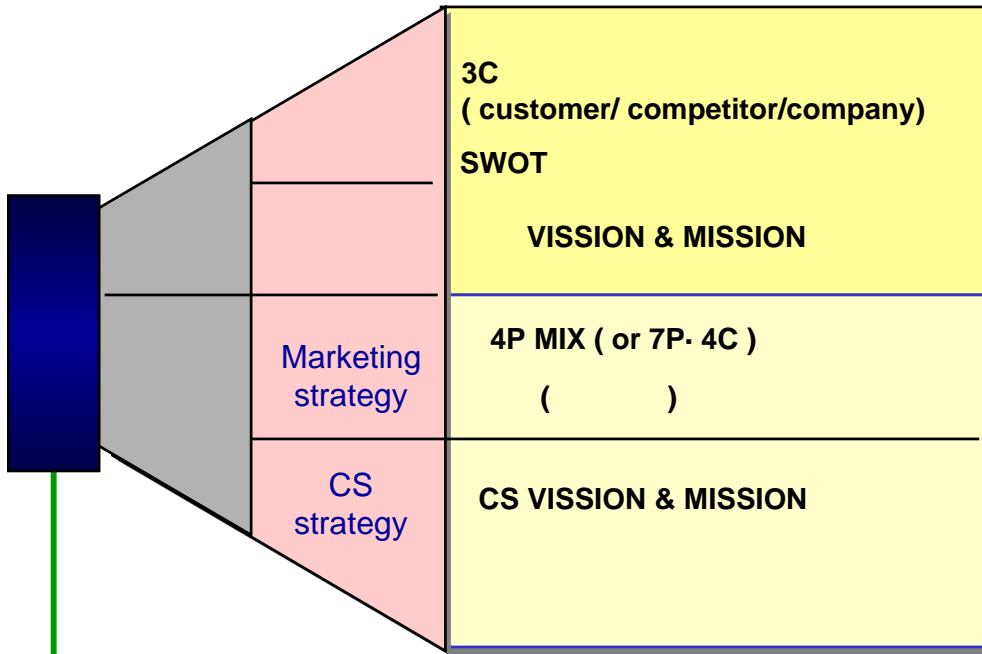
1. Architecture / 24

2. / 25

3. CRM maturity Model / 26

4. CRM Benchmarking Model / 27





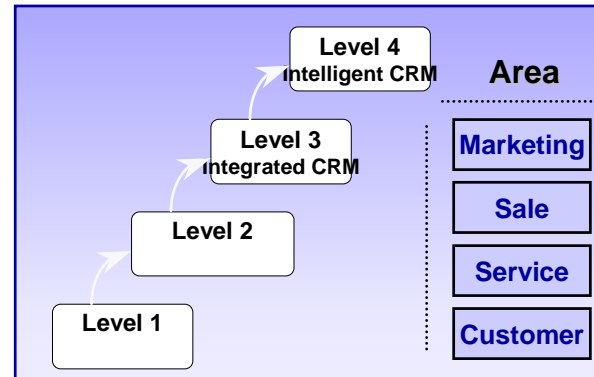
CRM

Priority
 Prt 1.
 Prt 2.
 Prt 3.

CRM Benchmarking Model

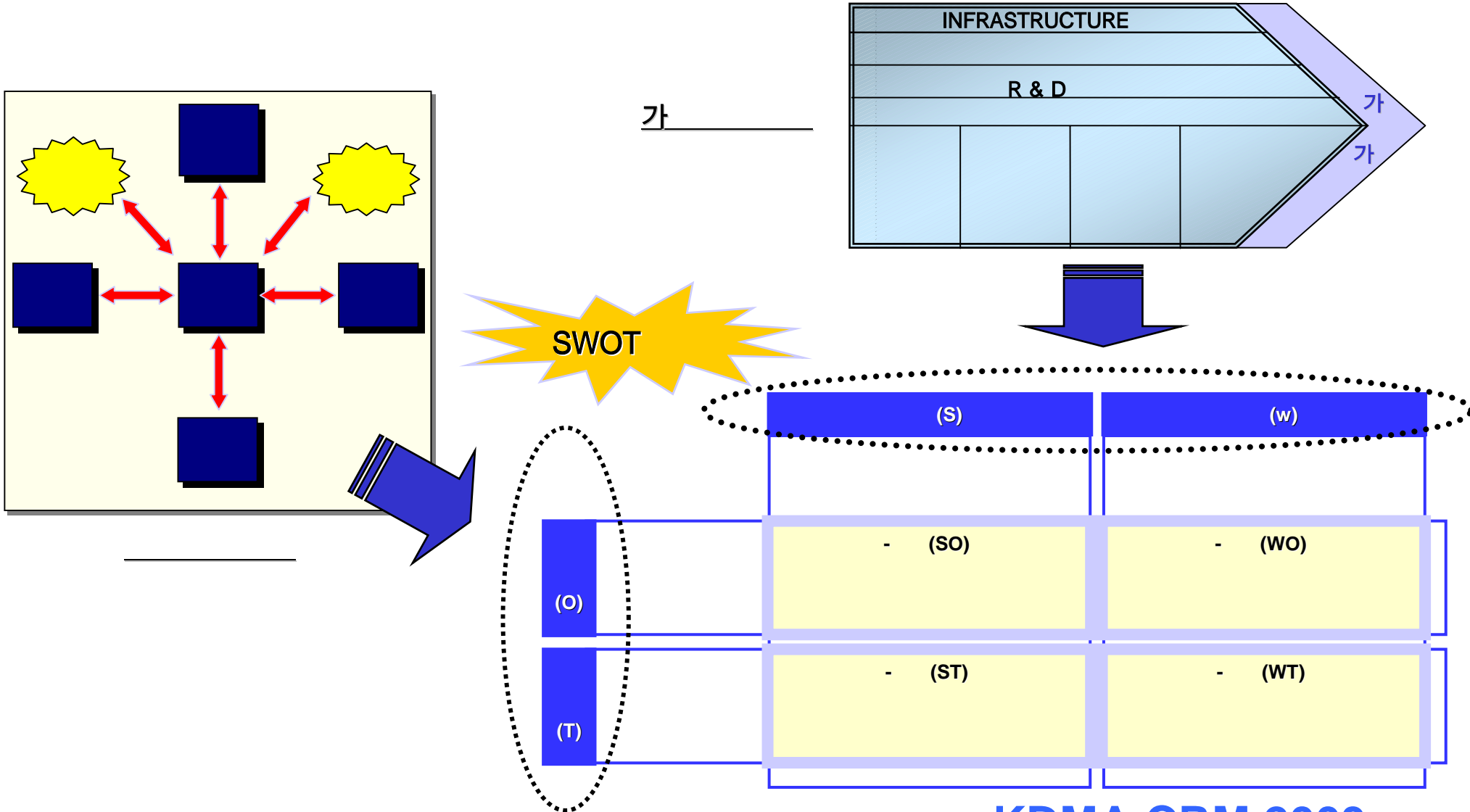
	KPI		
Marketing			
Sale			
Service			
Customer			

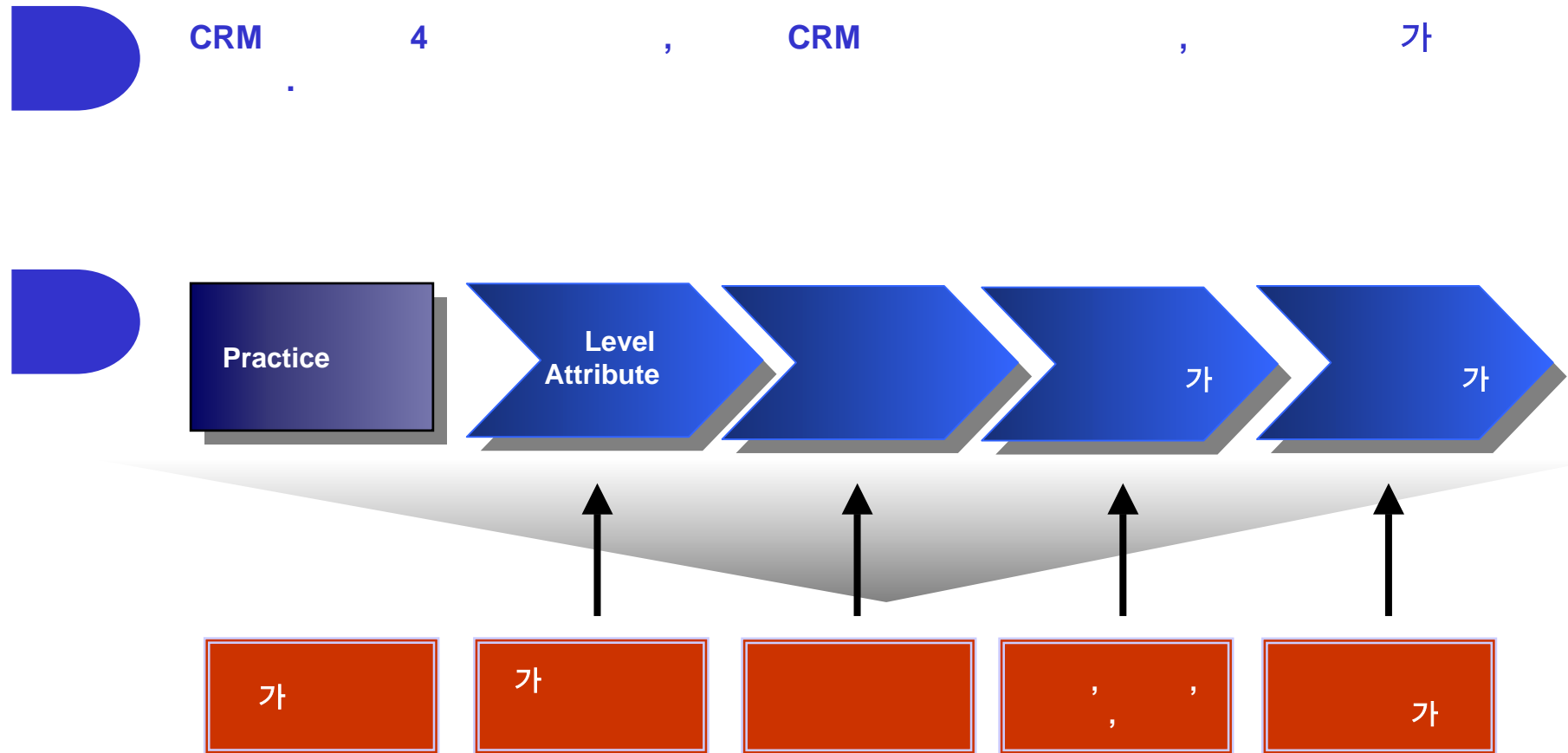
- Best Practice
- KPI
- Gap Analysis

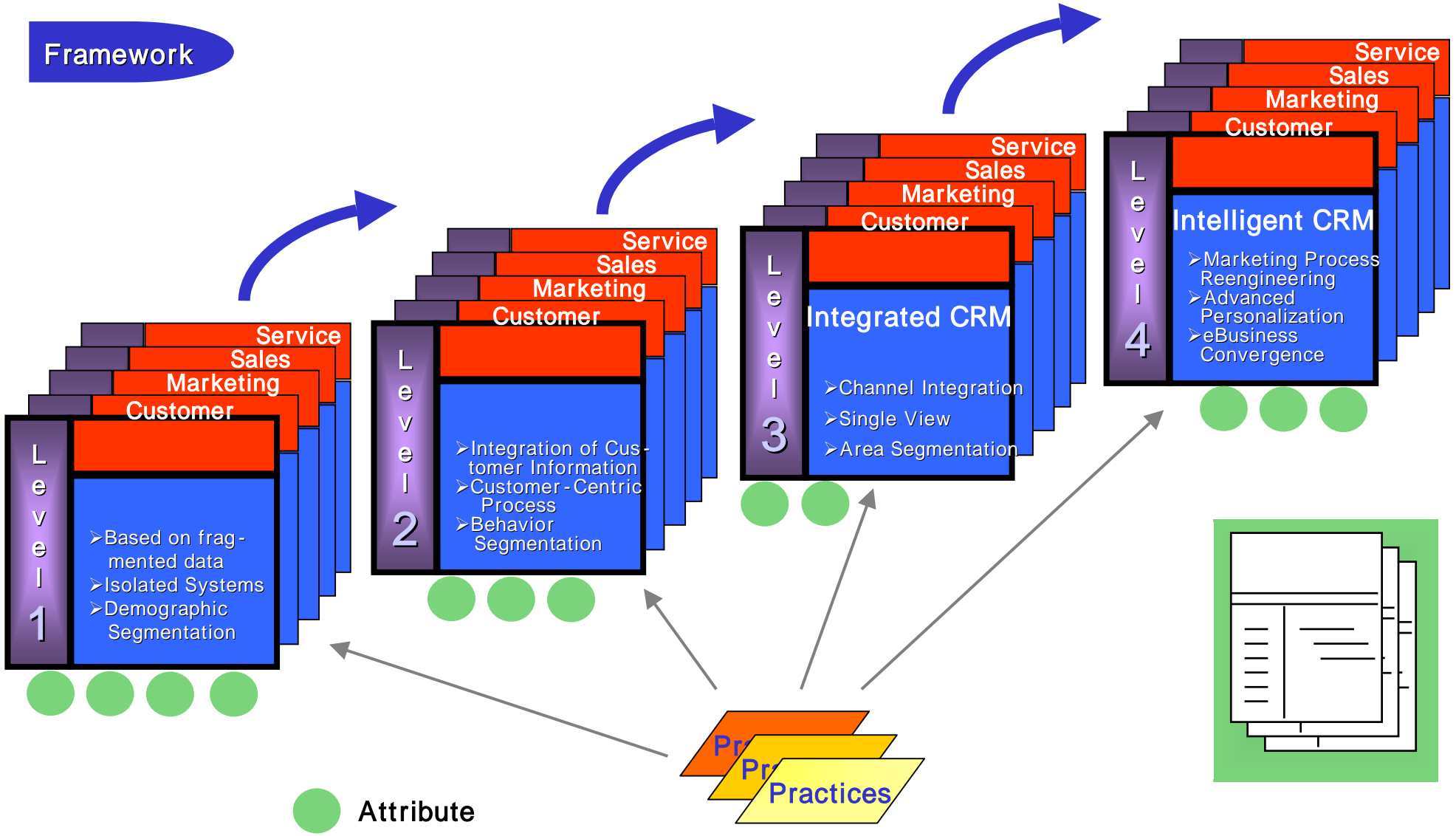


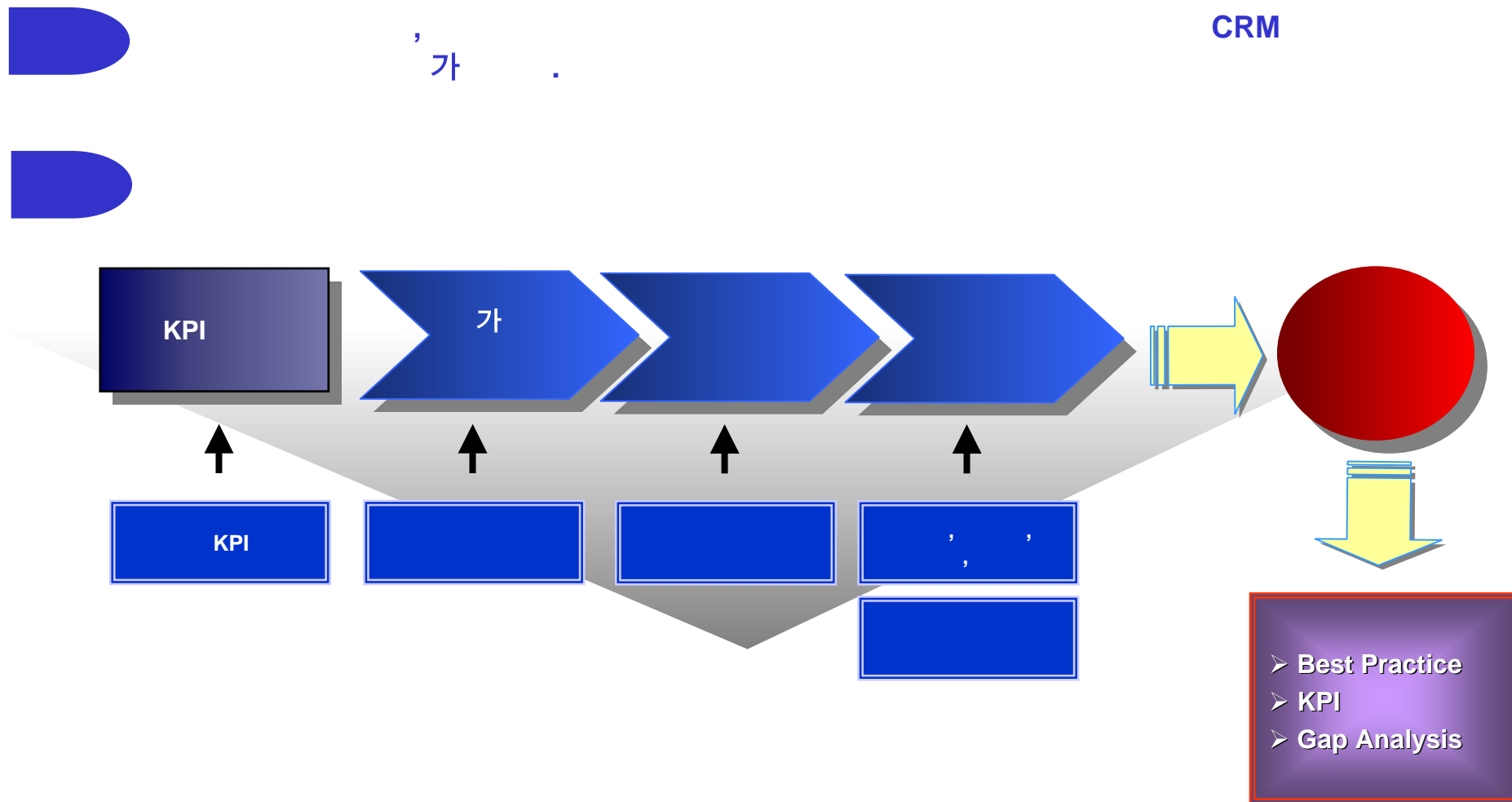
CRM Maturity Model











CRM Consulting Process

-CRM -

