



CRM

CRM
2003.04



- 1.
- 2.
- 3.
- 4.



1.

-
-
-
-

2.

3.

4.



: ,
: (FC, LT, TC, AM, FP)



C R M

, ,
,



3名 (00 下)

6名 (01 上)

10名 (01 下)

22名 (02 上~)

- (9) :
가 (LTV) , , (가) ,
, , etc.

- (8) :
(Pilot), , etc.

- (4) :
(EDW), (CMS),
etc.

CRM

(~01
12)

- CRM
- Pilot
- CRM

- O/B

(02 上)

-
-
-
- 가
-
- 가
-

-
(CRM 化)
- SIEBEL
System

(02 下)

-
- ROI
- FC
- 가가
- FC
-
- Pull

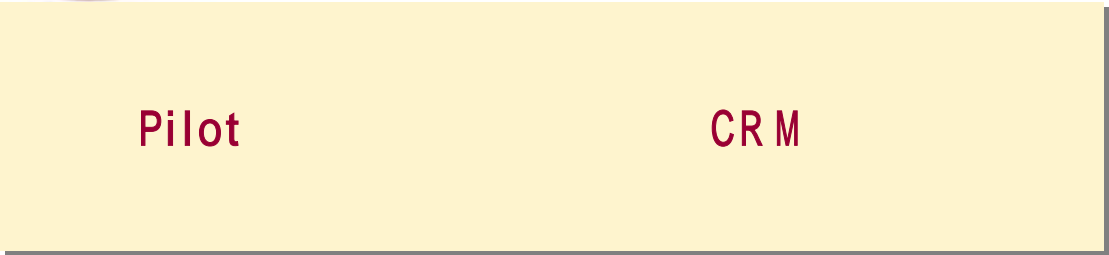
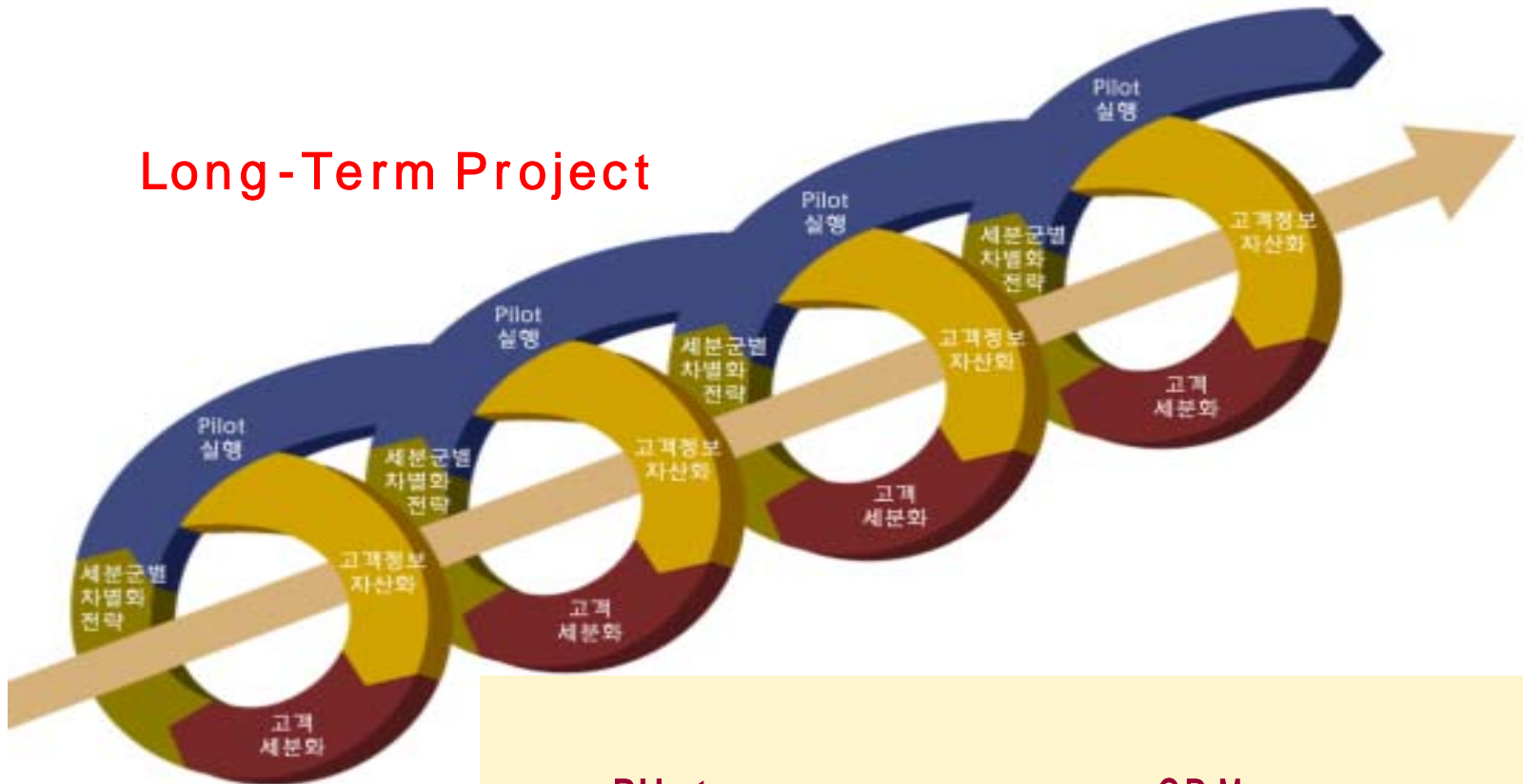
- CRM
- EDW

CRM
(03)

- Pilot / 가
- /
-
- CRM /

-
(SFA)

Long-Term Project



1.

2.

-

-

-

- Pilot

3.

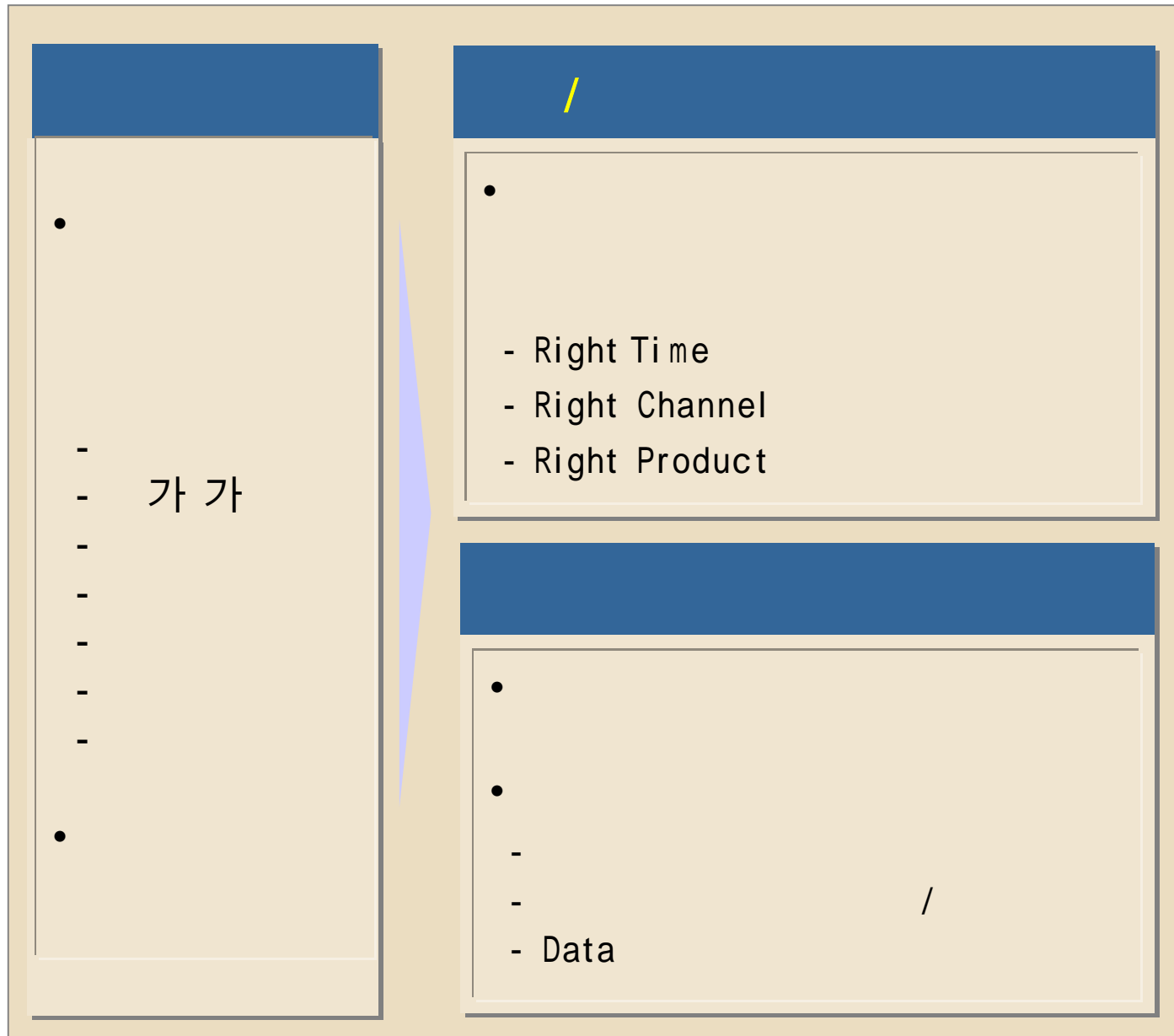
4.

/
가 /

/ Trends : FGI,	FC /
:	Call Center
Pilot : /	
Pull	
-	- VIP Up-date
-	-
가	-
1.	
2. 가	
3.	

/

가 /



:

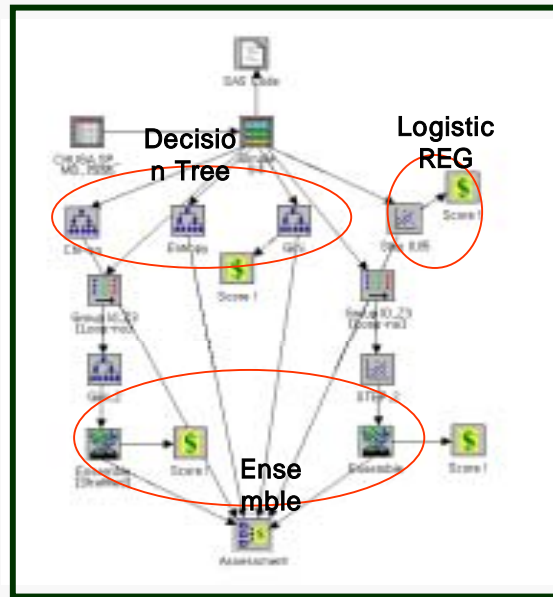
: '01.1月 '02.12月



- : BSS
- /
- 가 : 가 ASS
- /

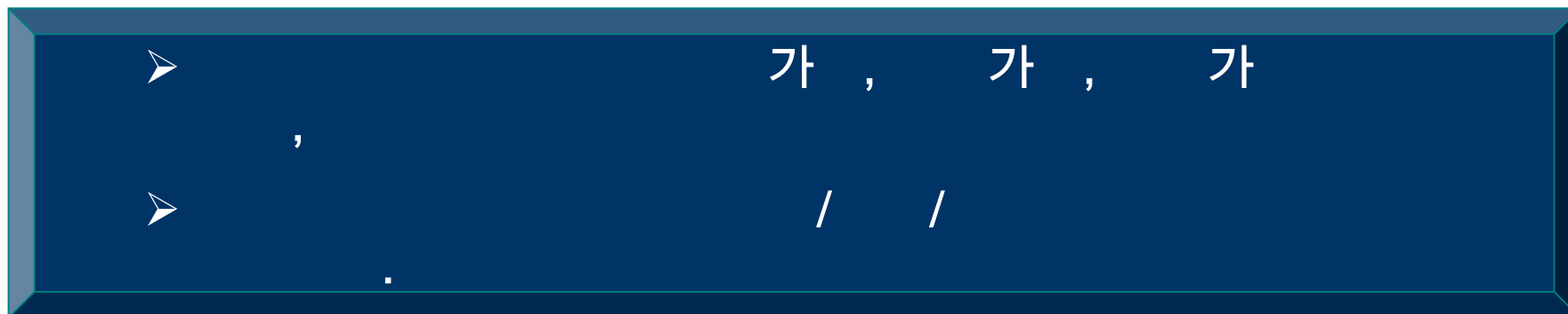
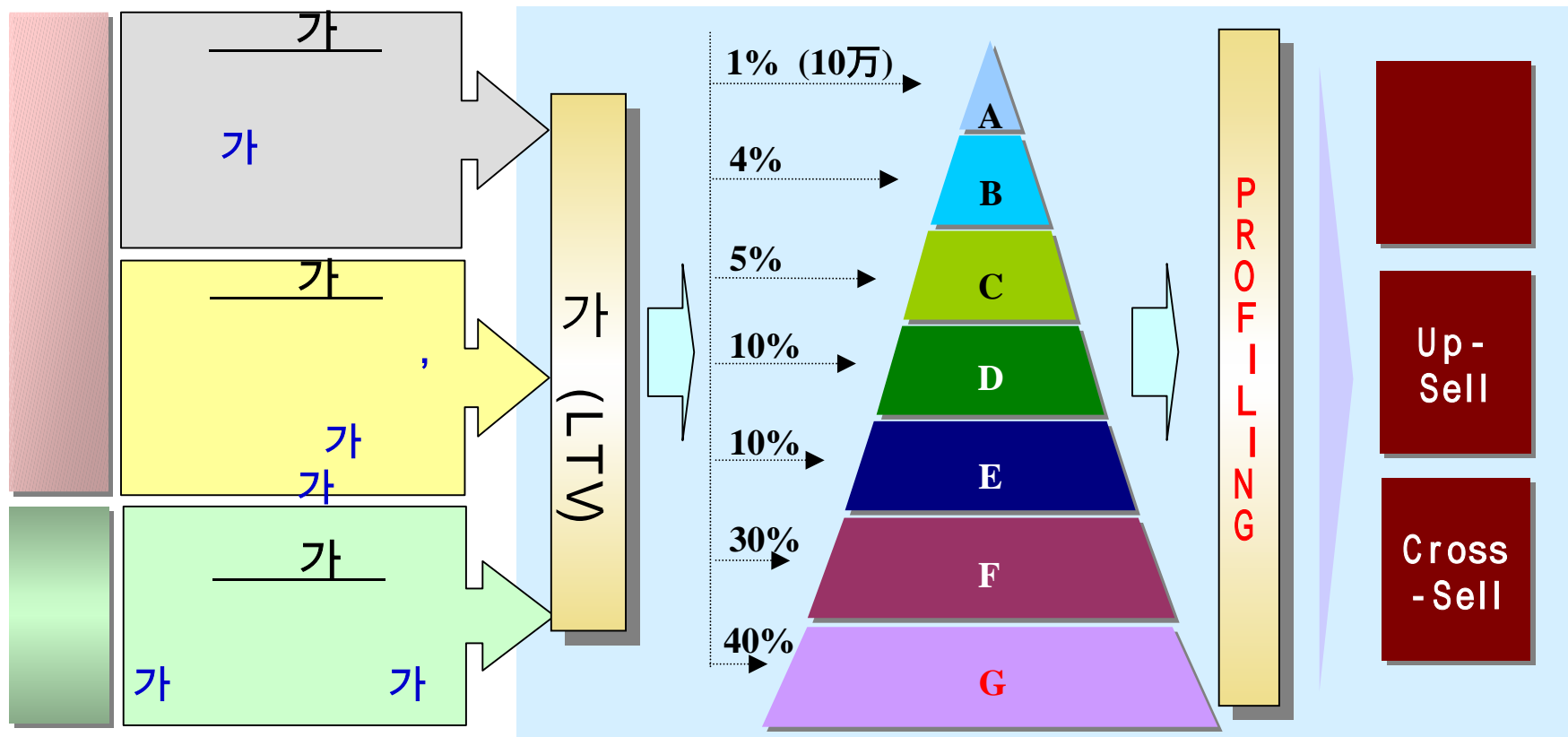


- 가가
- 3 內 가 가
- 가

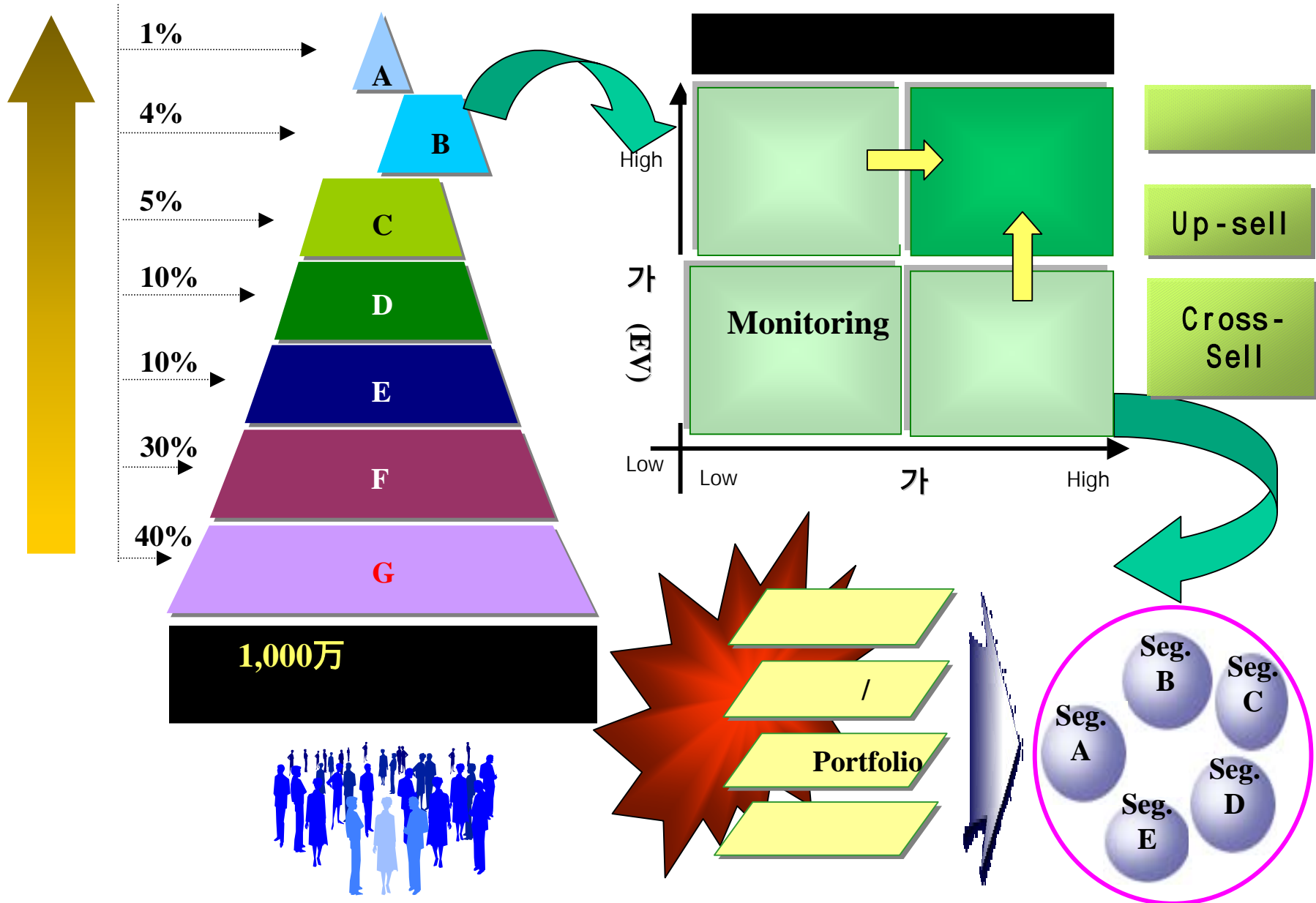


- Recruiting
- / FC
-
-
-

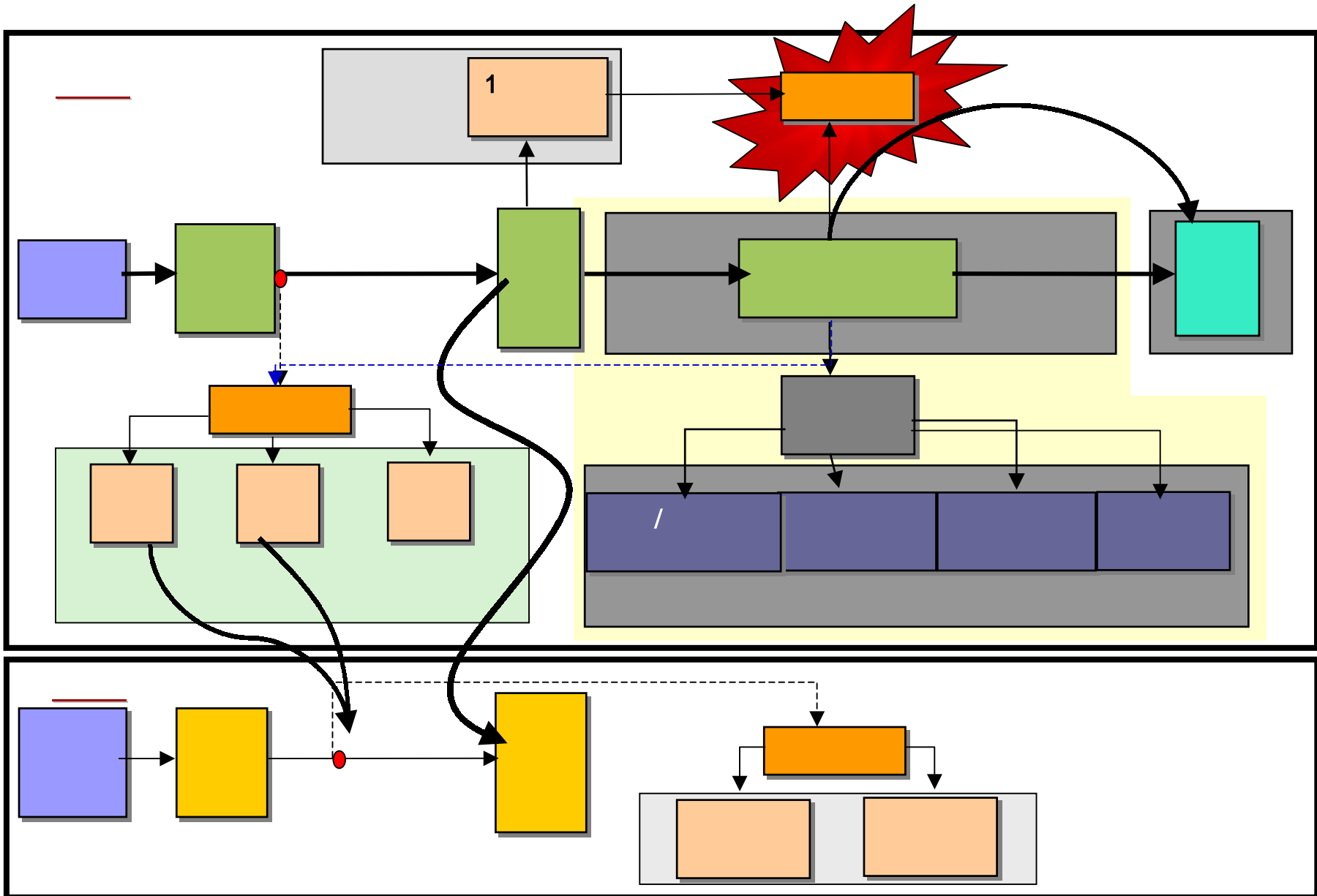
: (1)



(2)



:





! -

/ /

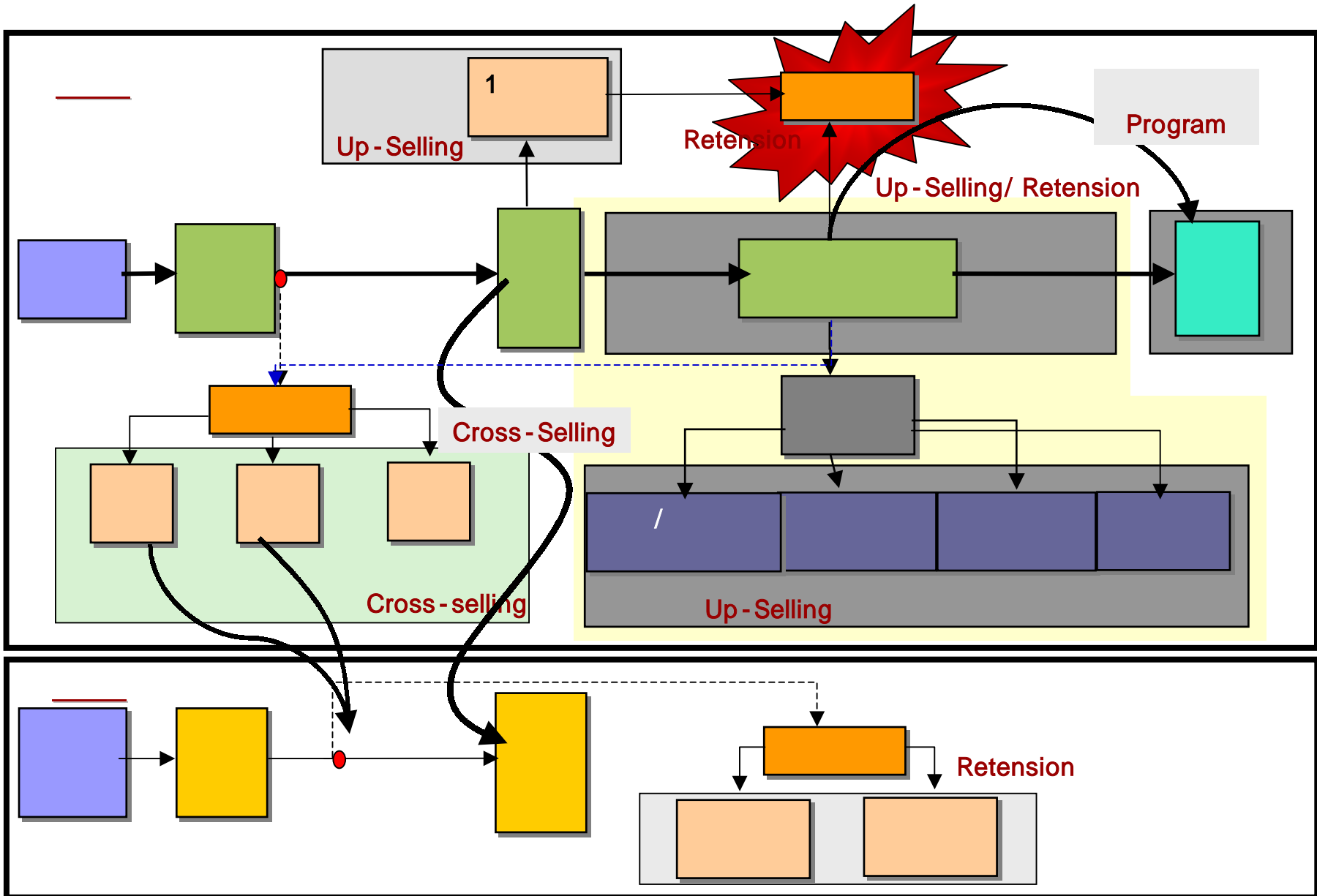
3大

- (Loyalty)
 - : 高가
 - VIP , , 가
- 가
 - : 가가 가 (Score)
 - 가
 - (, ,CI)
 - 가 ,
- : 가

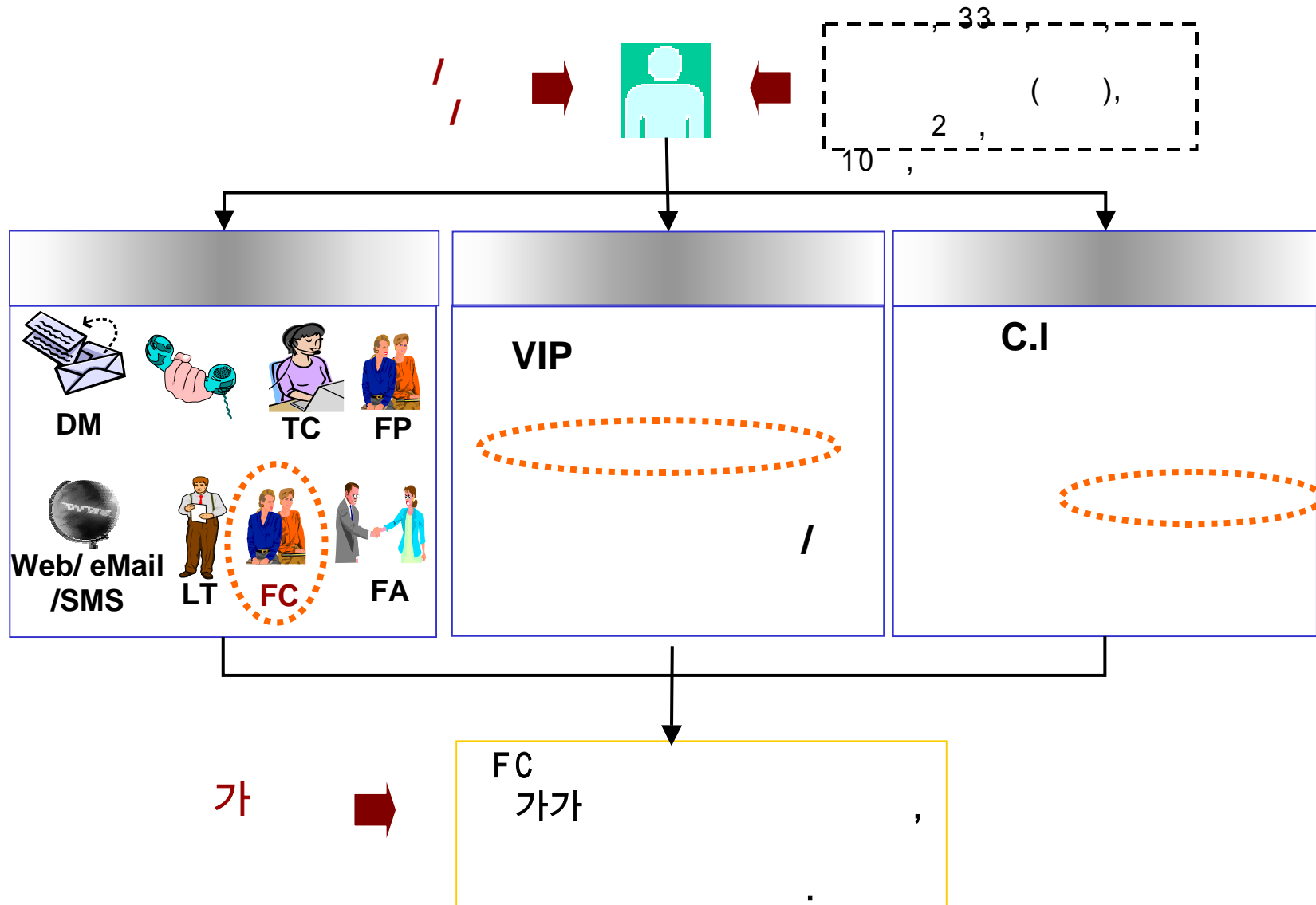
()

- Pilot Best Practice
 - 가 가
 - 時
- Communication
 -

:

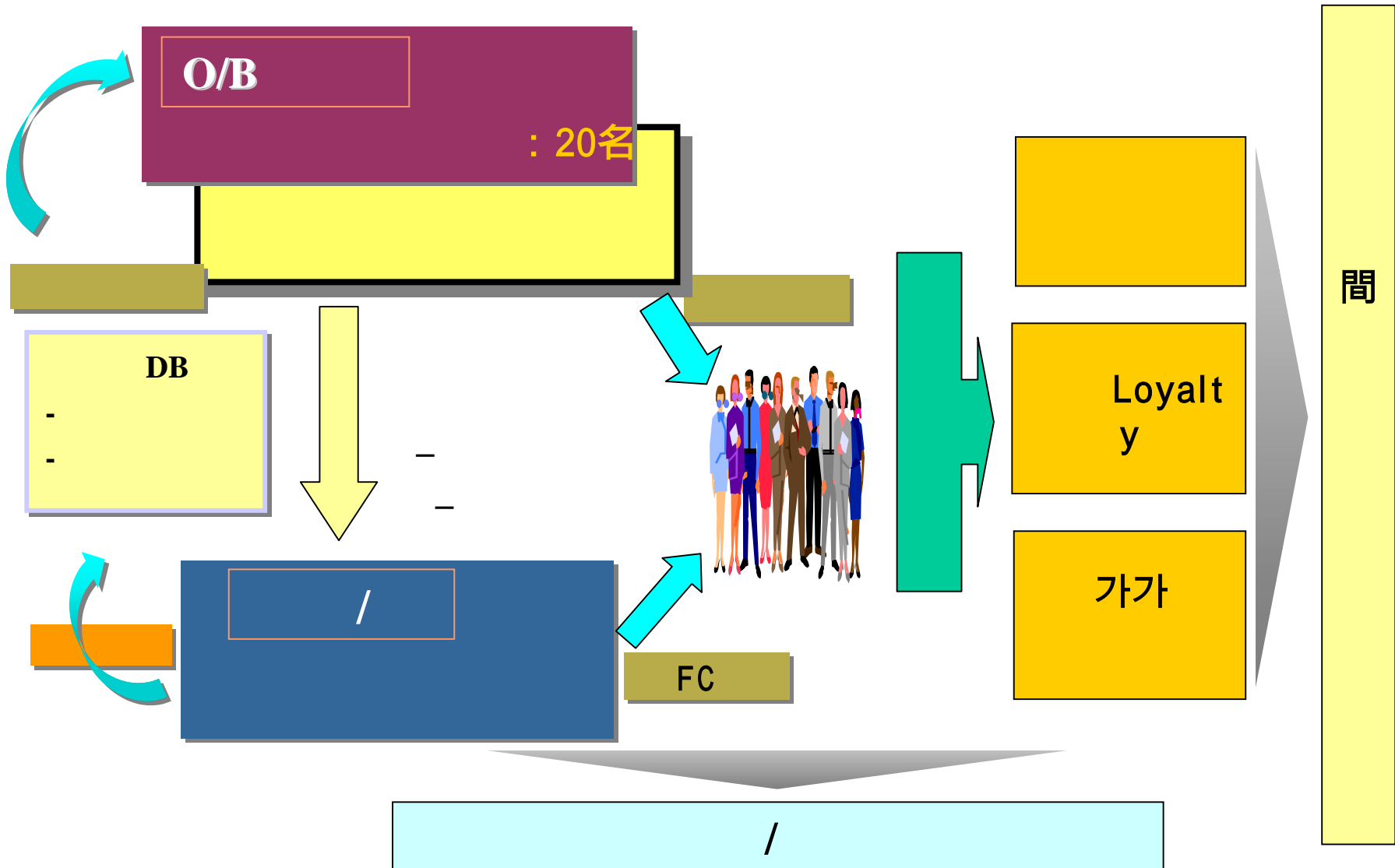


:



Process

▶ 未 Touch/ 가



CRM

● 全社 Single View

-

-

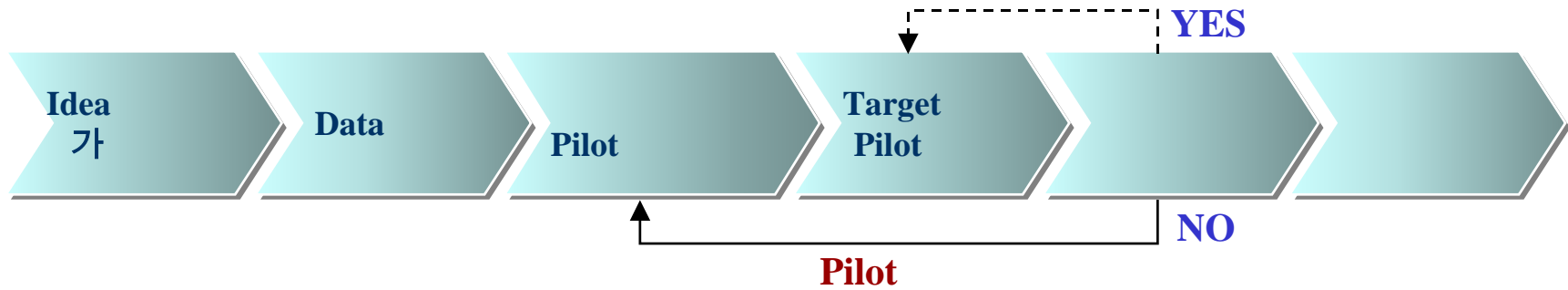
가

가

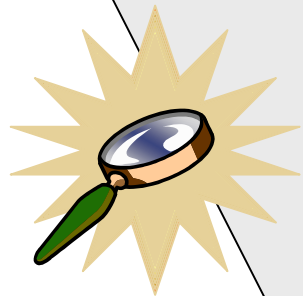
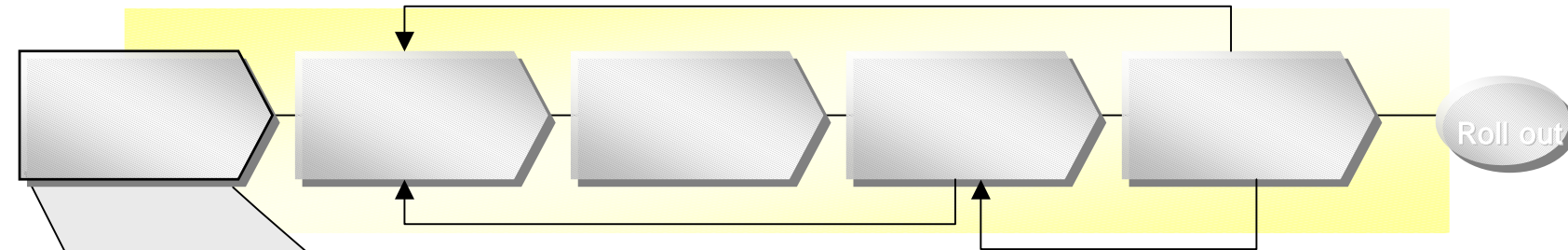
(Siebel),
SFA(),
,
EDW ,
CRM DB



化



Pilot



Brain Storming idea

1. DB
 -
 -
 - Sampling

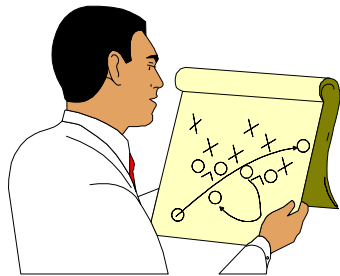
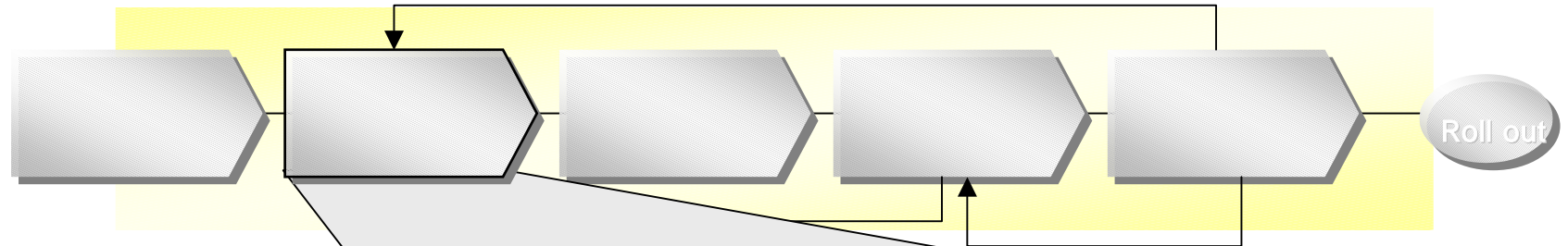
DB

2.

-

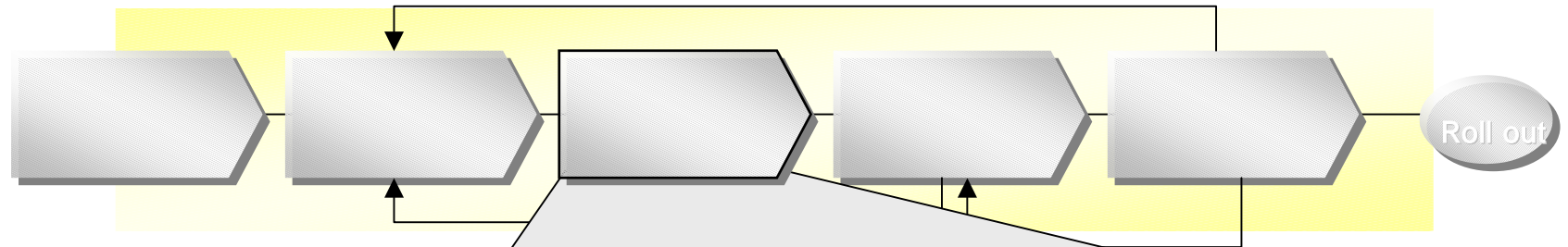
(가 , ,),

Pilot



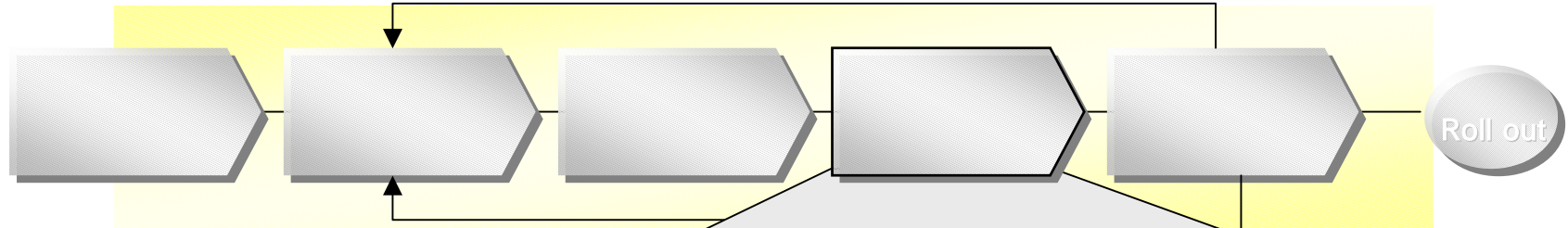
1. 가
- 2.
3. ()
4. (Simulation)
5. (,)
-

Pilot



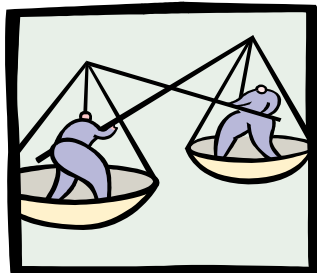
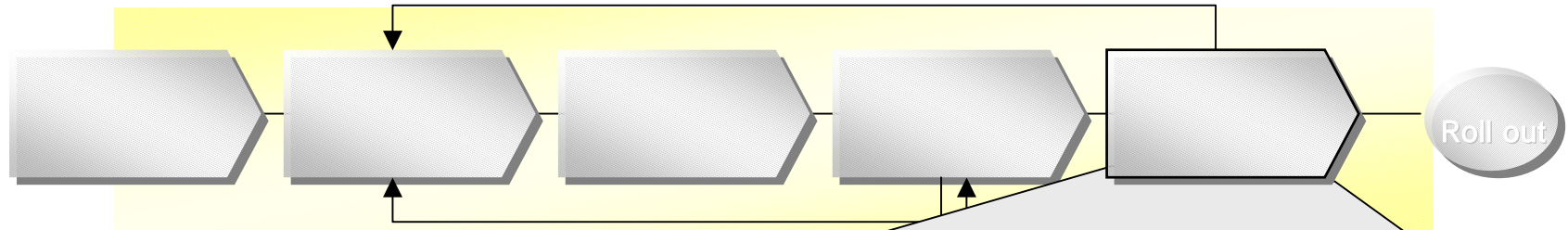
1.	(, ,)
2.	
3.	用
4.	Test () / Control()

Pilot



1.
 - , , ,
2.
 - 가
 - [FC : FMS, TC : CMS, : Siebel]
3.
 - 가
 - (, ,) 가
 - (Script,)

Pilot

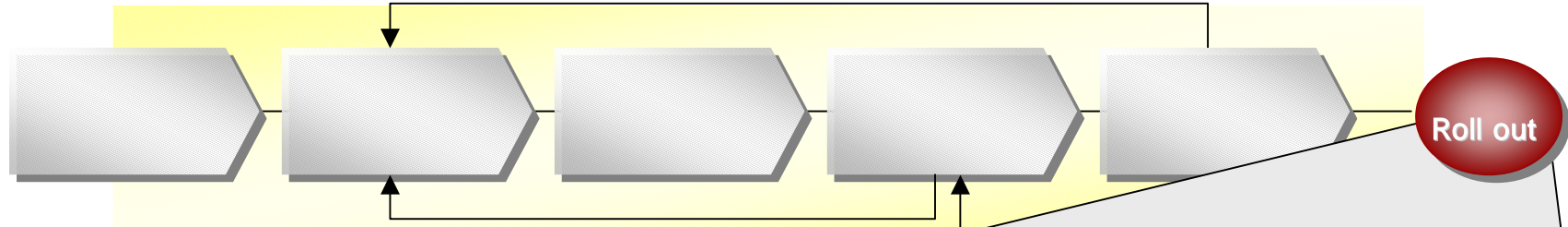


- Tracking &

Learning() ,

1. DB
 - (, , ..)
 - DB
2. ,
 - / Control () , , ,
 - Hit Ratio(), ROI()
 - , ,
3. Learning()
 - ,

Pilot



가	(Roll-Out)
1.	- 가
2.	- (, 가)
3.	- (,)

1.

2.

3.

- 例)

-

4.



- 1.
- 2.
- 3.
- 4.

