

CRM

2004. 4.2



.

. CRM

. CRM

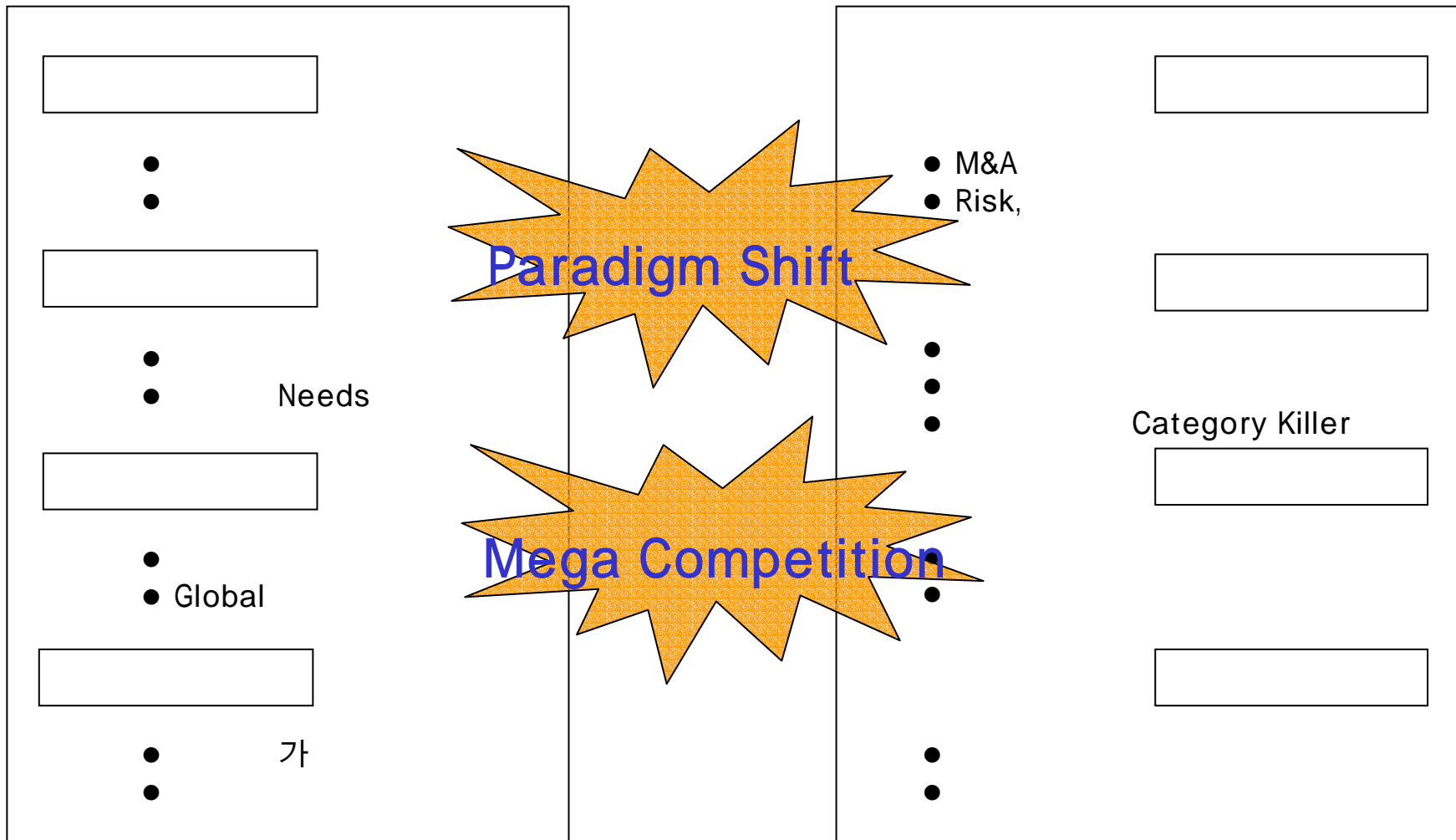
. CRM

. CRM

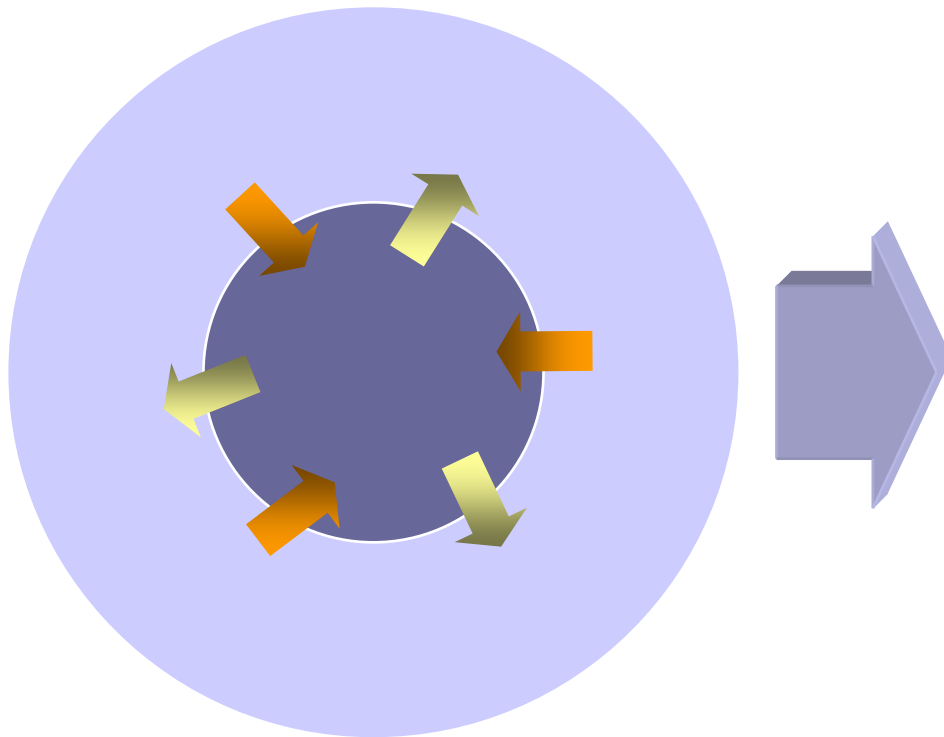
. CRM

. CRM

. CRM



Fusion/Extension



Fusion

- Fusion
- Fusion
- Fusion
- Process Fusion

Extension

- Extension
- Extension
- Extension
- Process Extension

,

- 가

-

20:80

,

(IT)

1.

Segmentation

Need

Touch

/

2.

FP(Financial Planner)

Digital

Tool

- DM, SMS, E-Card, E-Mail

FP

CRM

3.

Analytical CRM Operational CRM

1.

2001. 2 :

- DW : 1,500

- :
(, 가가 ,)

- OLAP TOOL

- TOOL :

1.

2002. 4 : DW

TOOL

-

-

: 가 ,

-

TOOL

:

DM, SMS, e-Card

-

: ,

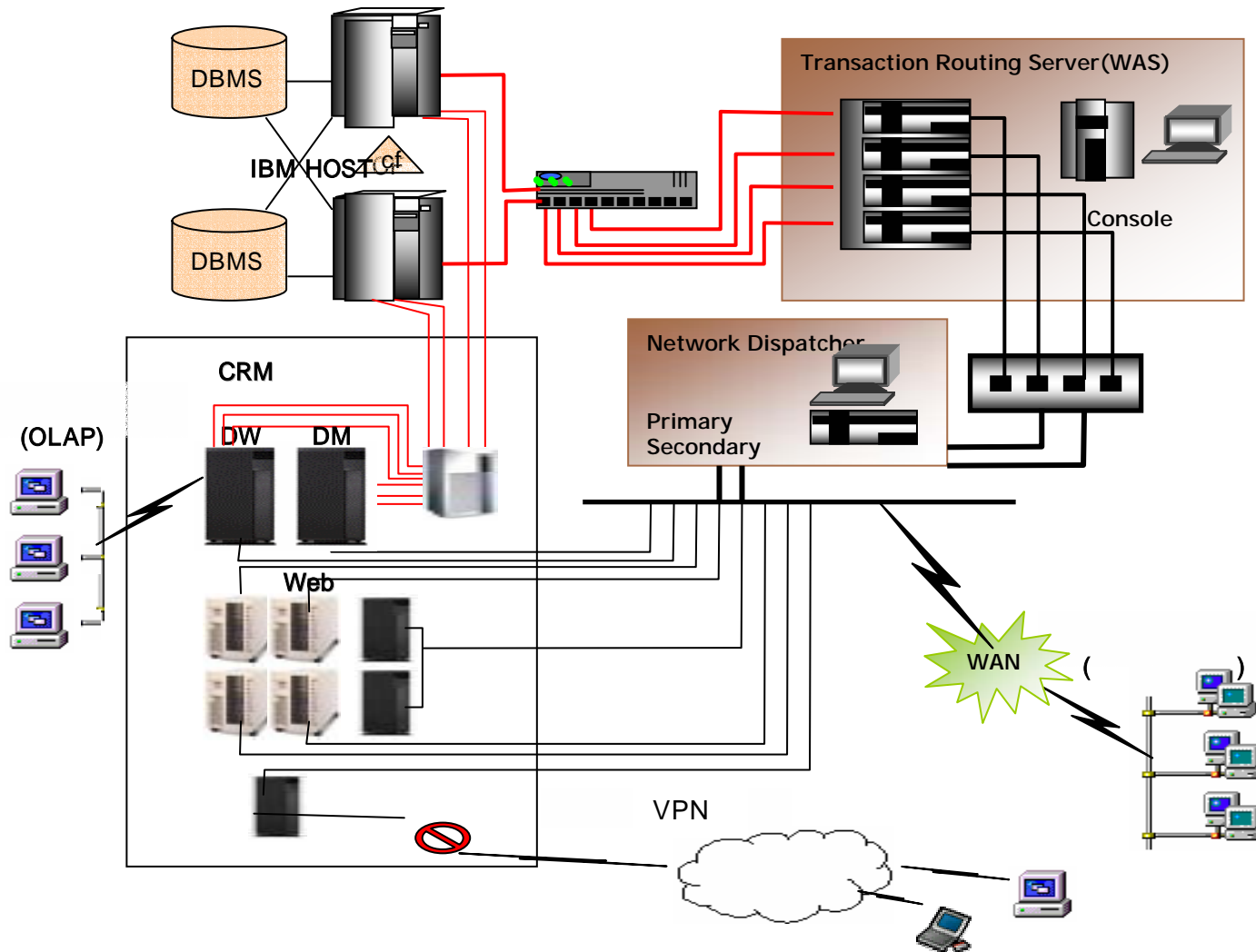
1.

2004. 12 :

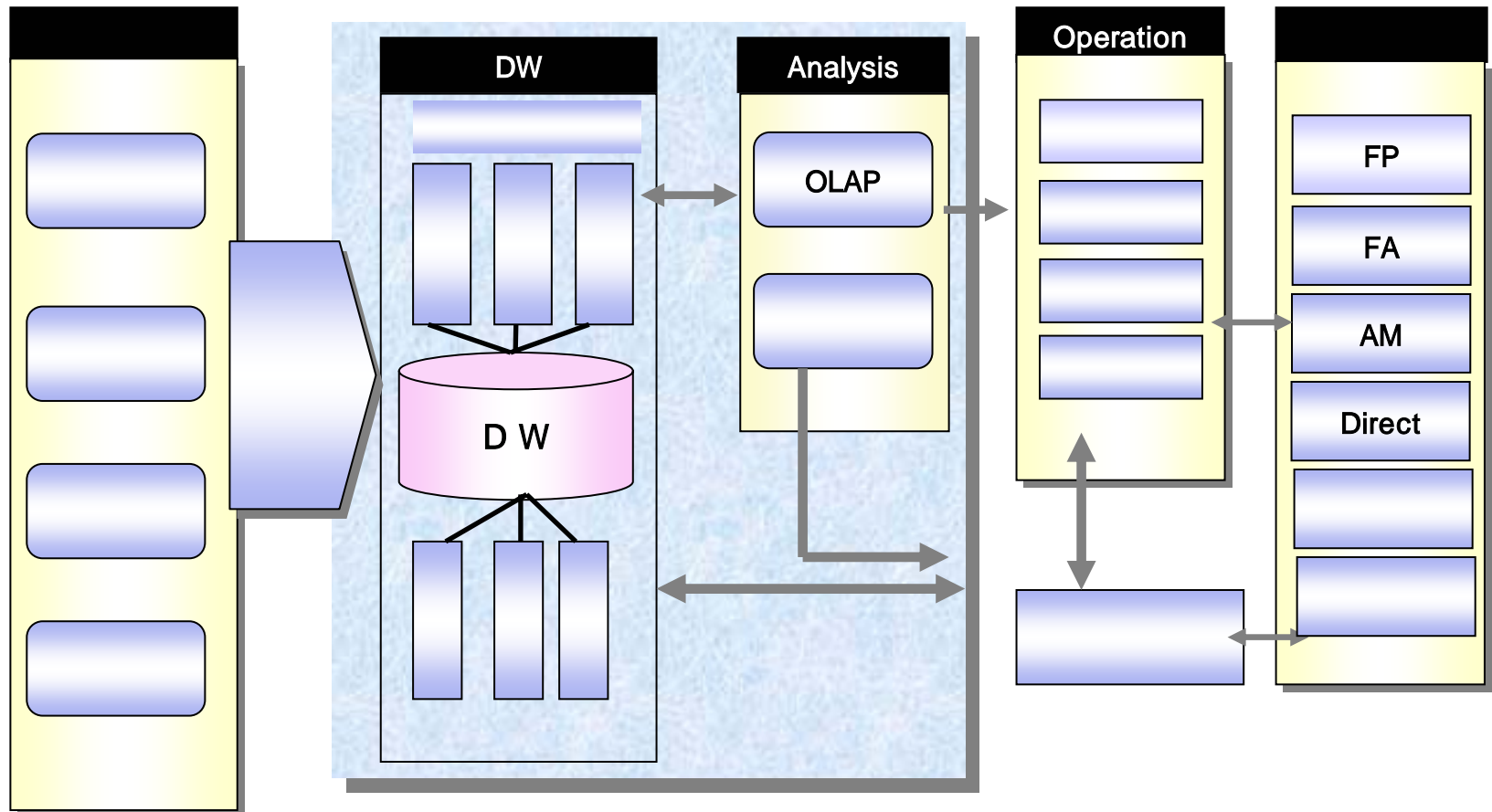
-

-

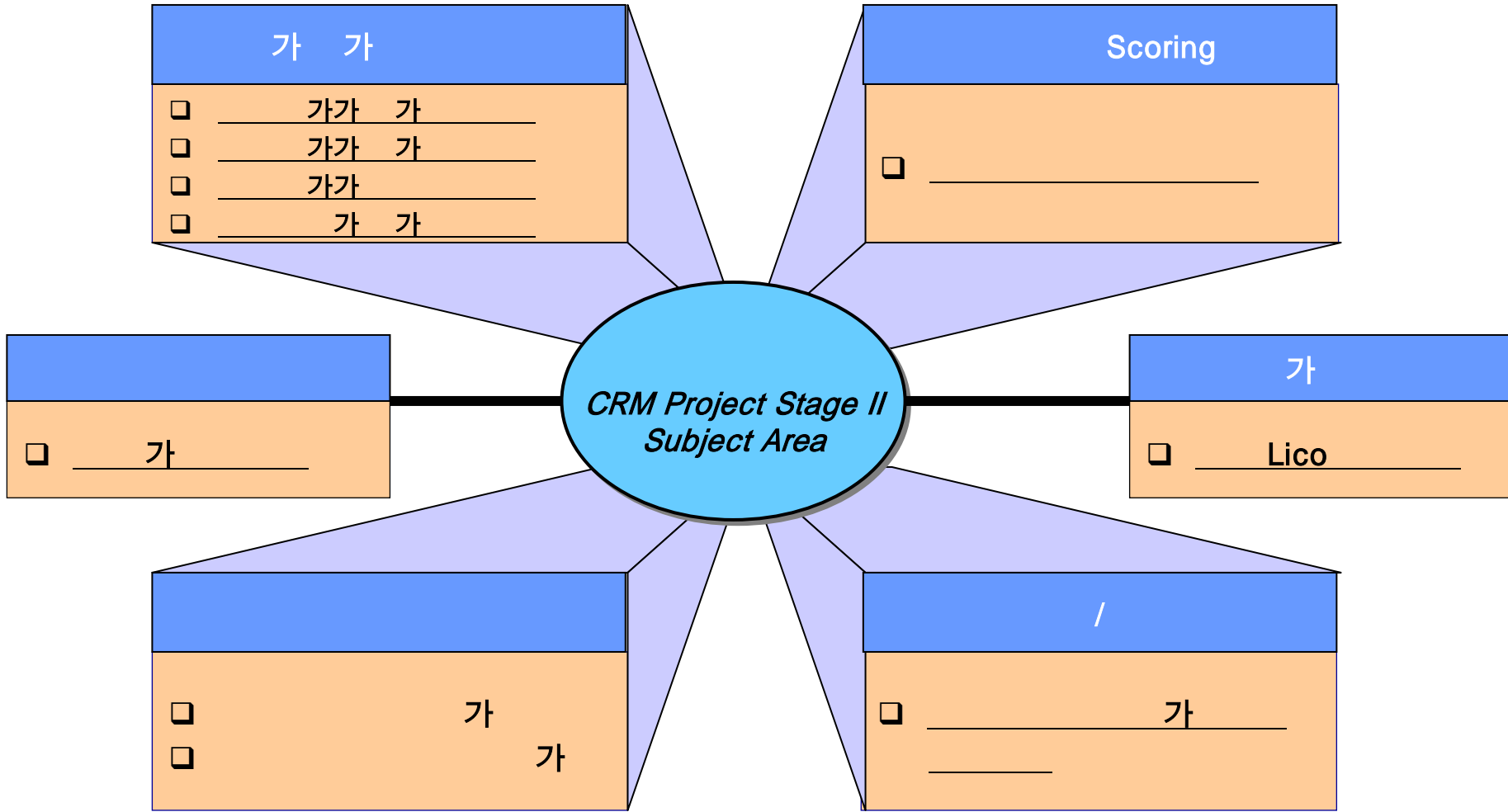
2.



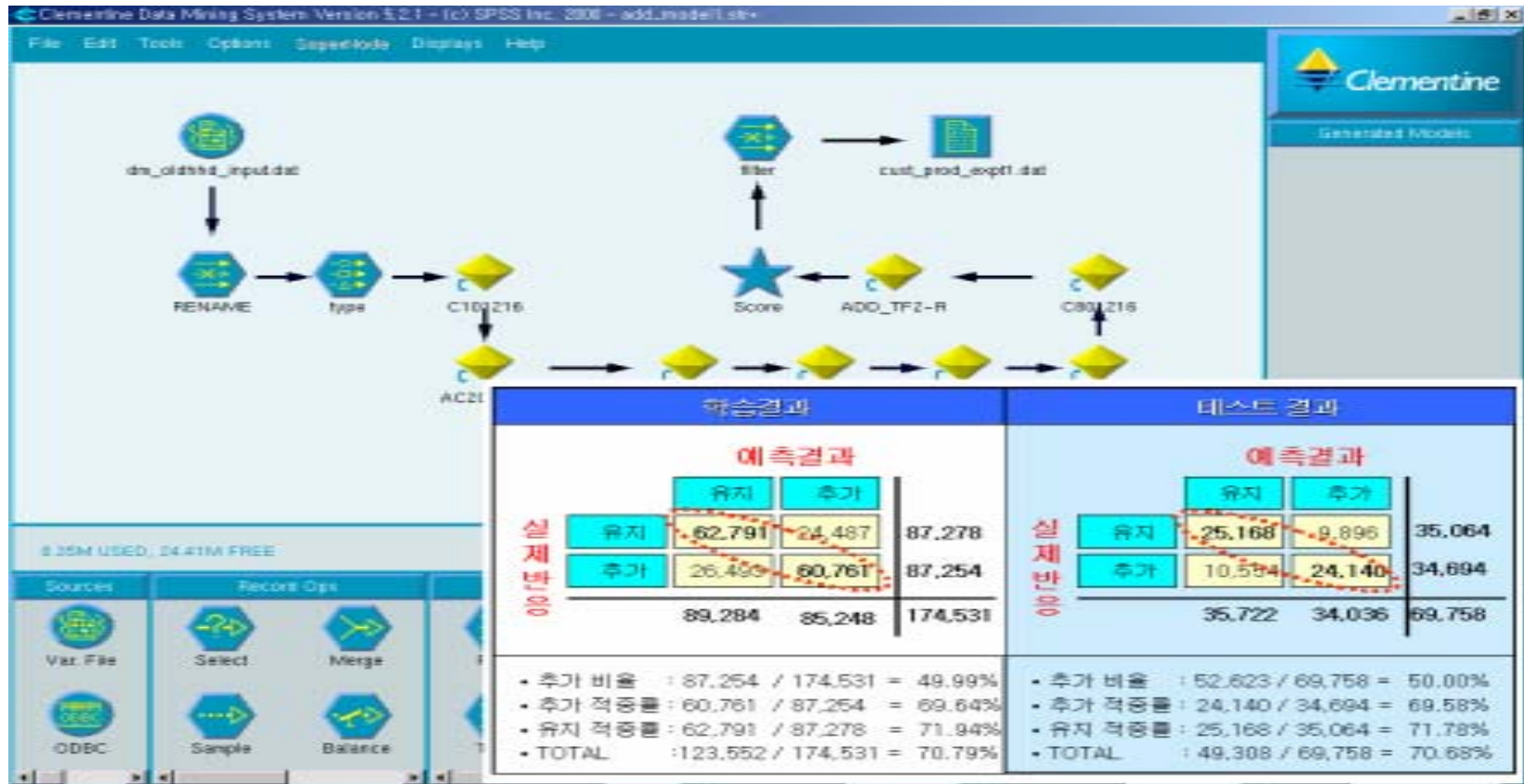
3.



4.

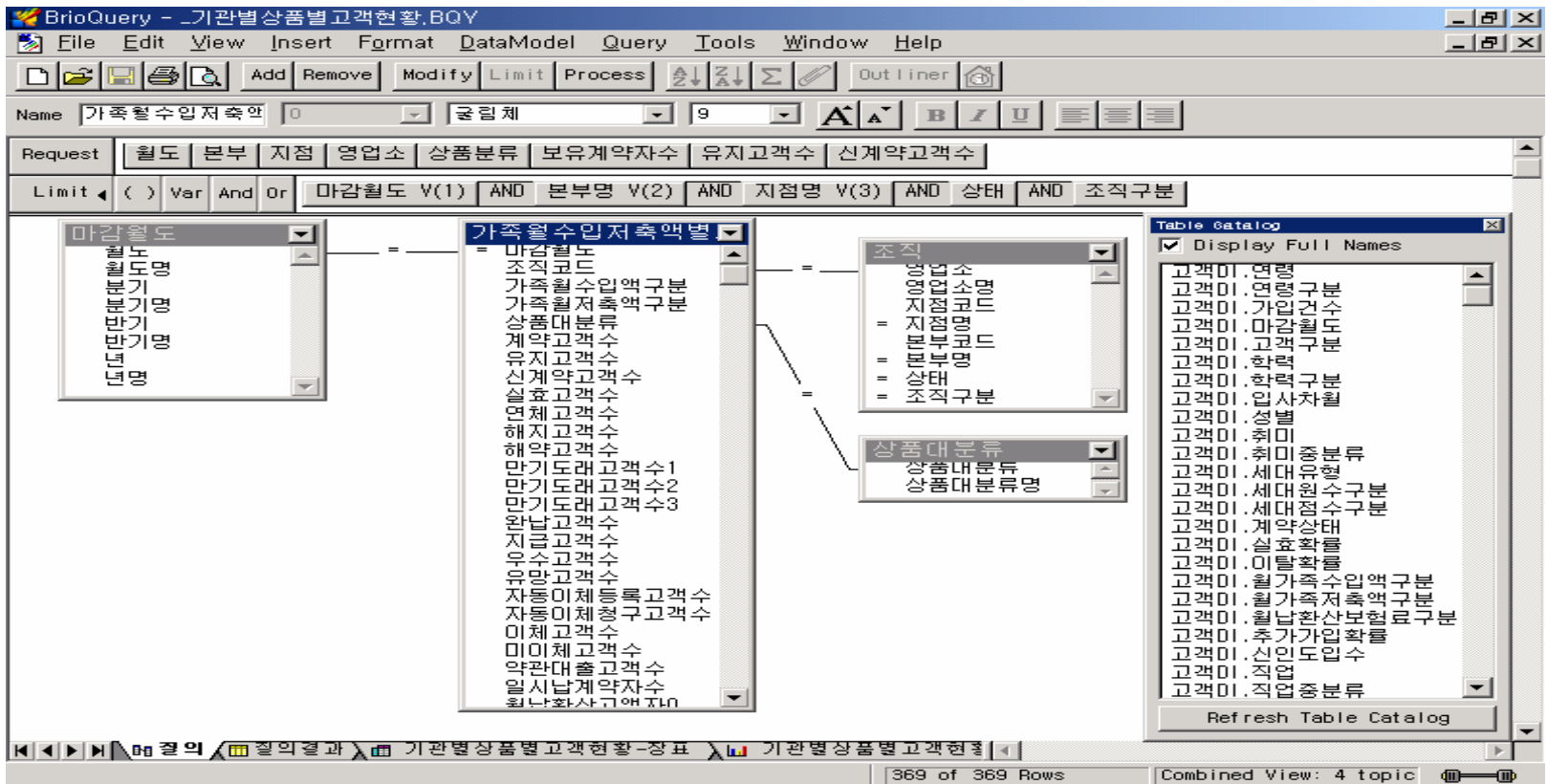


(Decision Tree)

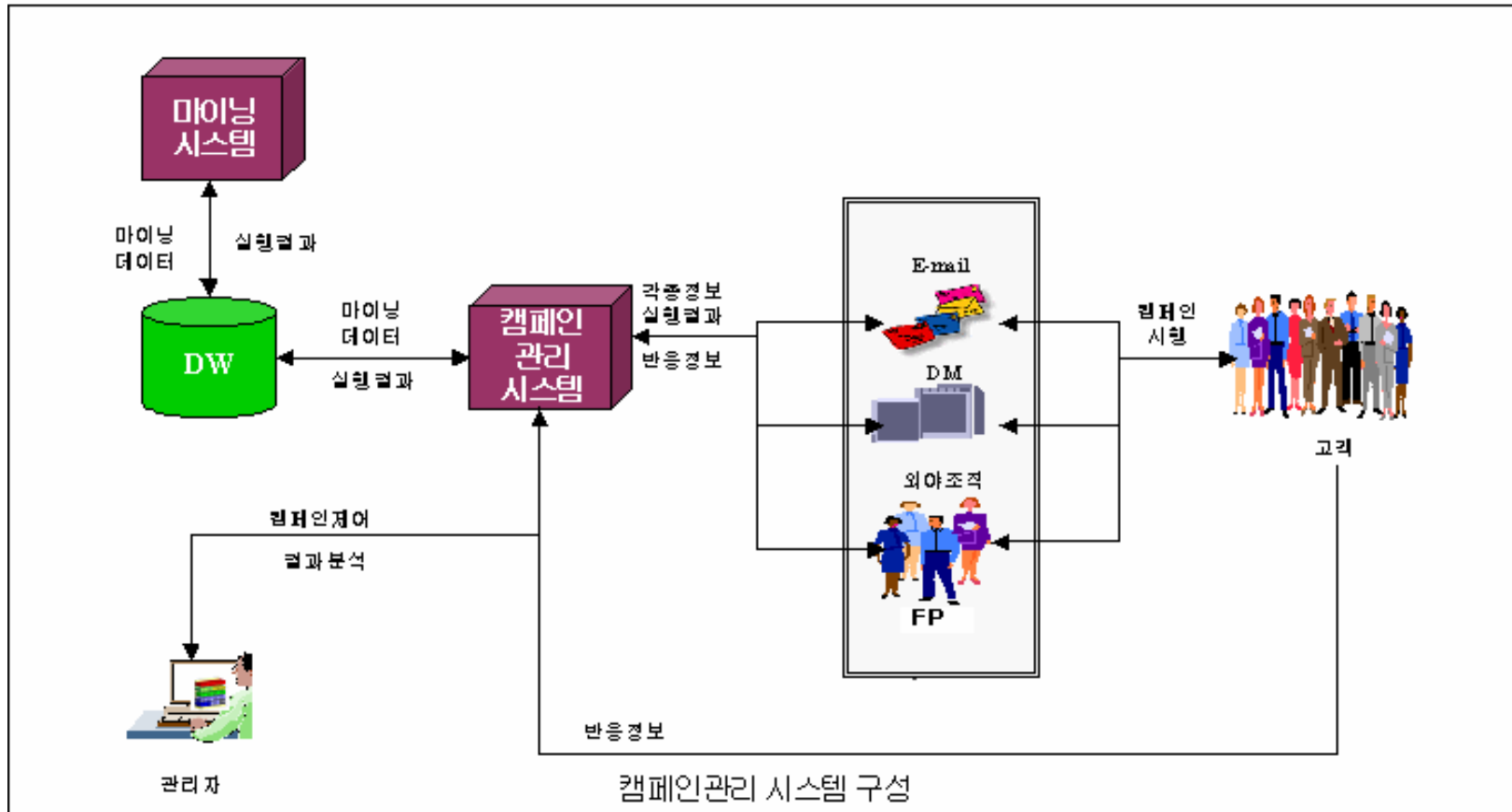


5. OLAP

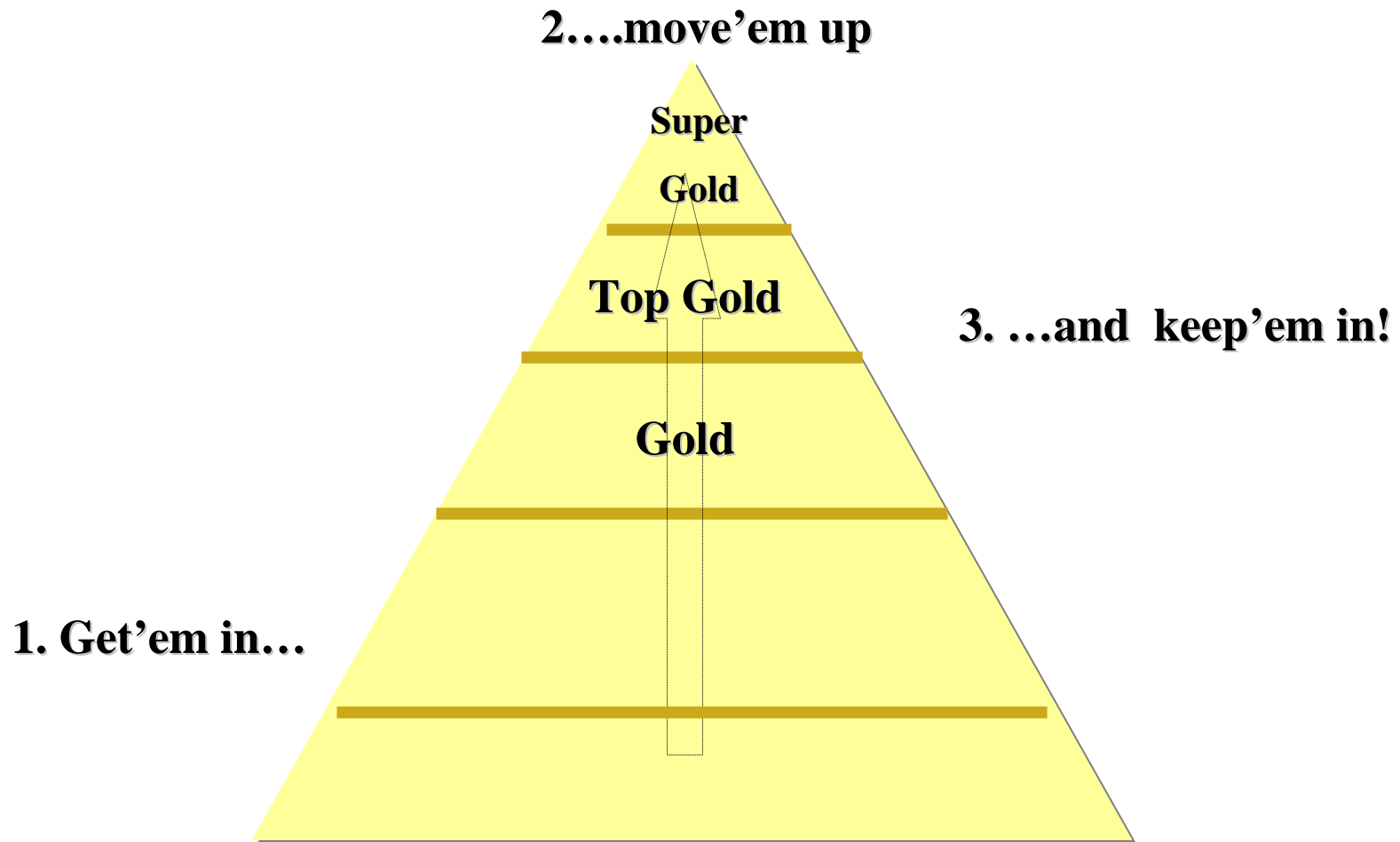
OLAP TOOL 가



6.



7.



8. Scoring

	- 가 가 - 10% 50% -
	가 가 가 가

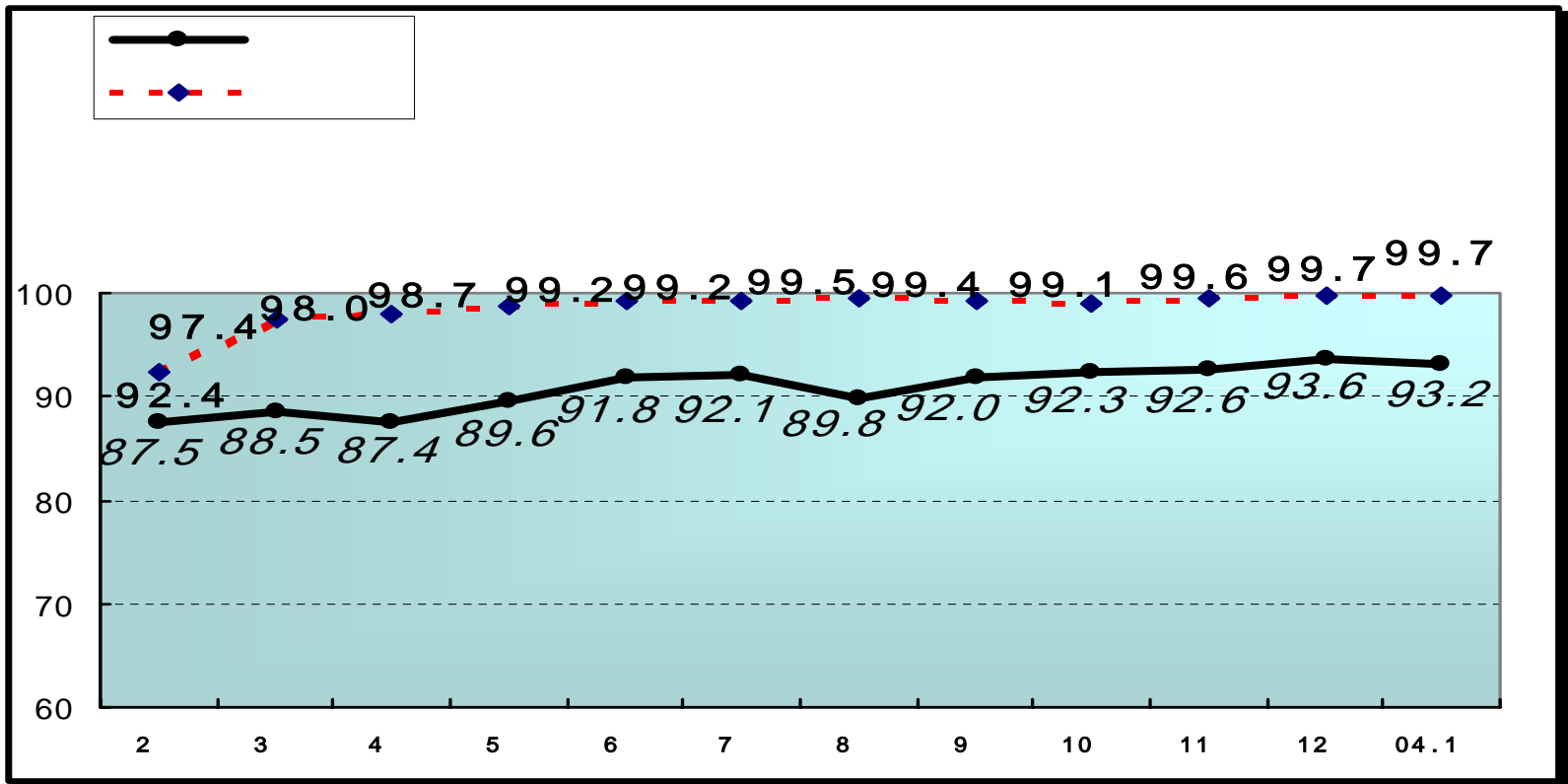
9.

1:1 Matching

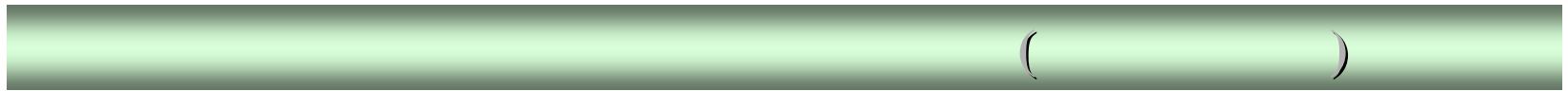
VIP

10.

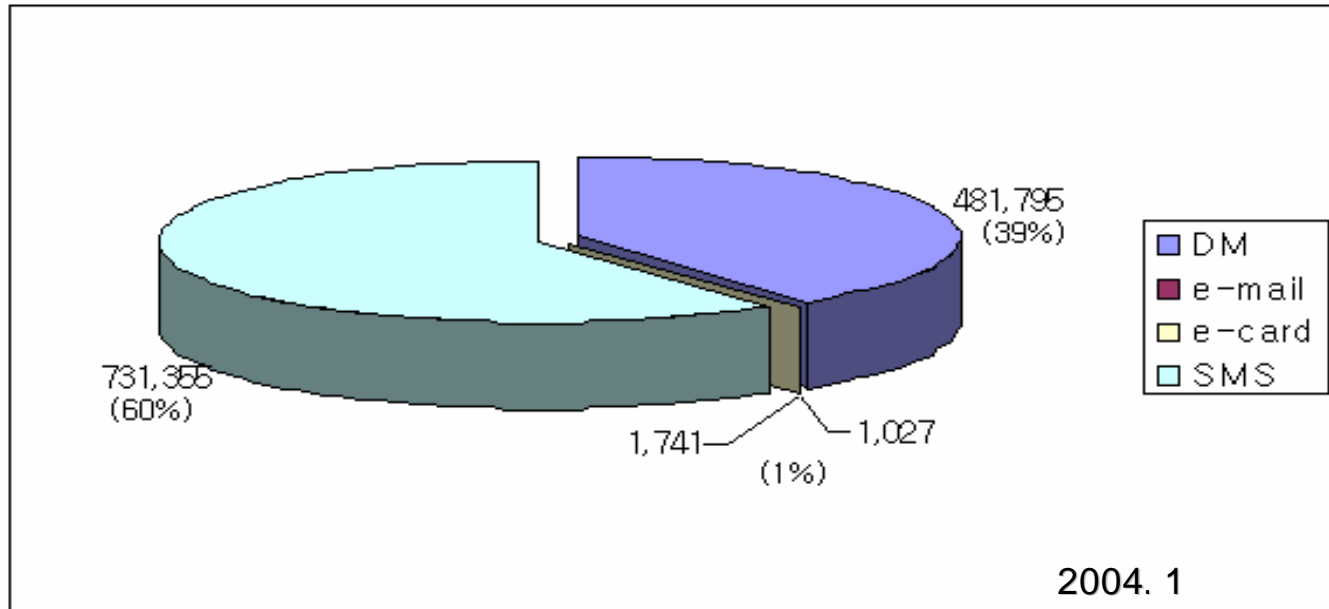
: 93.2 % (2004.01')



10.

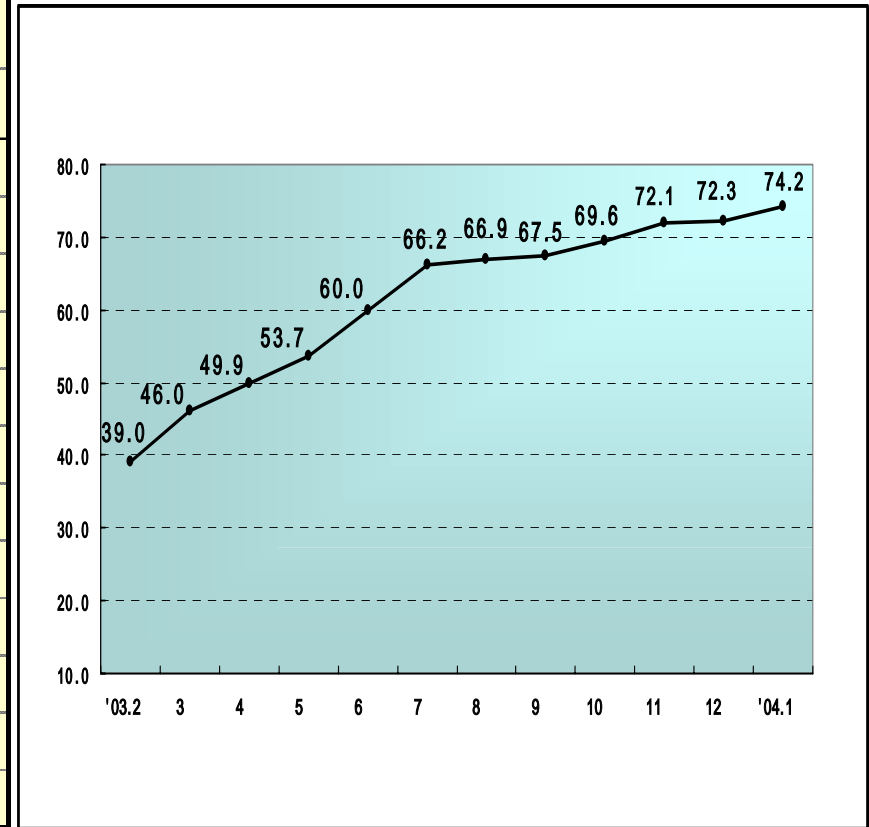


:

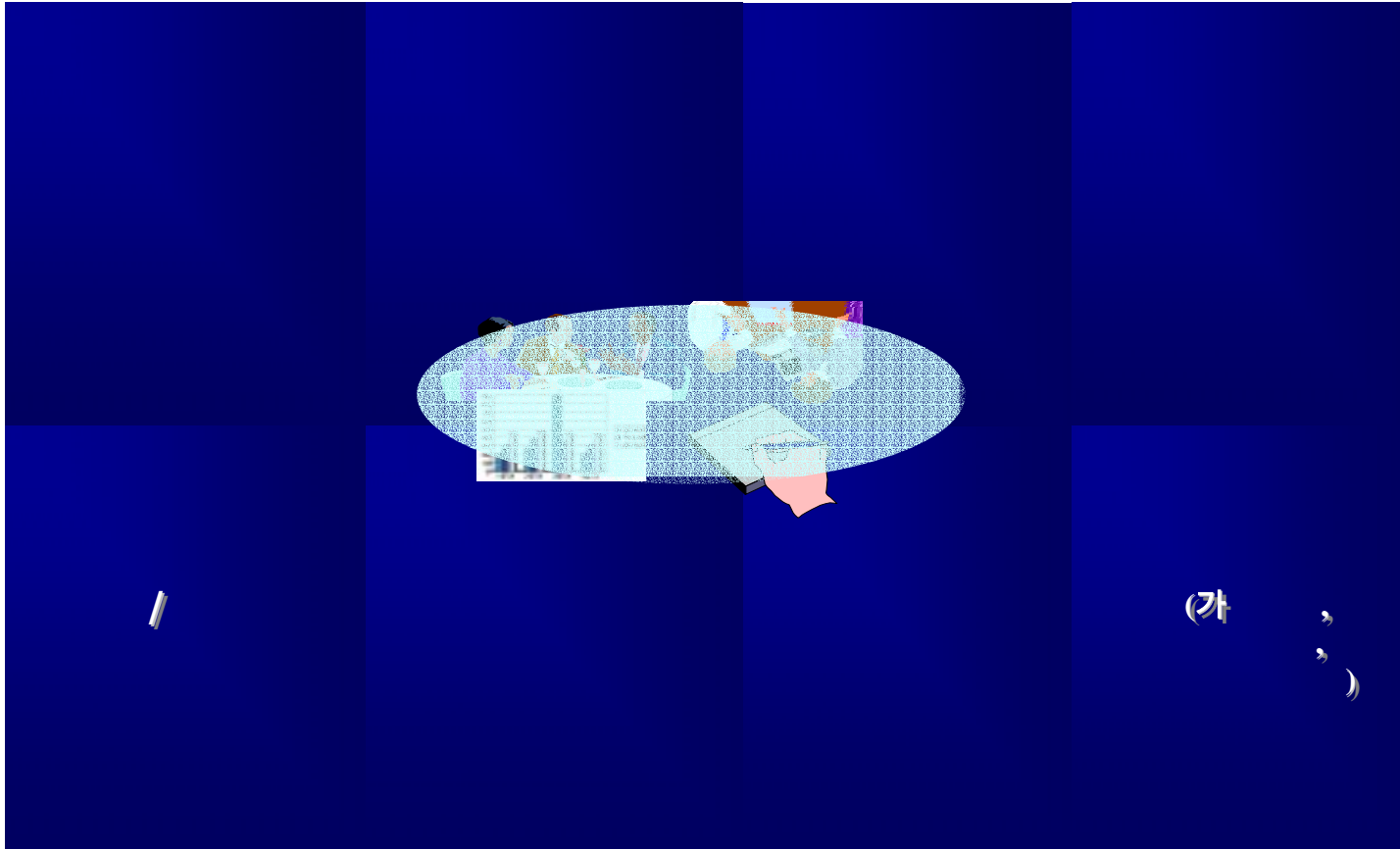


10.

					%
'03.2	7,485,577	327,867	2,593,993	2,921,860	39.0
3	7,434,155	323,515	3,099,161	3,422,676	46.0
4	7,118,585	312,288	3,243,207	3,555,495	49.9
5	6,943,791	305,093	3,426,914	3,732,007	53.7
6	6,479,079	293,326	3,594,513	3,887,839	60.0
7	6,073,947	283,907	3,735,087	4,018,994	66.2
8	6,046,371	270,969	3,772,644	4,043,613	66.9
9	6,031,314	259,602	3,810,397	4,069,999	67.5
10	6,035,242	233,955	3,964,994	4,198,949	69.6
11	6,017,244	242,172	4,095,184	4,337,356	72.1
12	6,041,574	242,816	4,127,089	4,369,905	72.3
'04.1	6,027,812	388,368	4,085,686	4,474,054	74.2



11.



12. DEMO



고객관계관리
CRM 시스템

ID PW

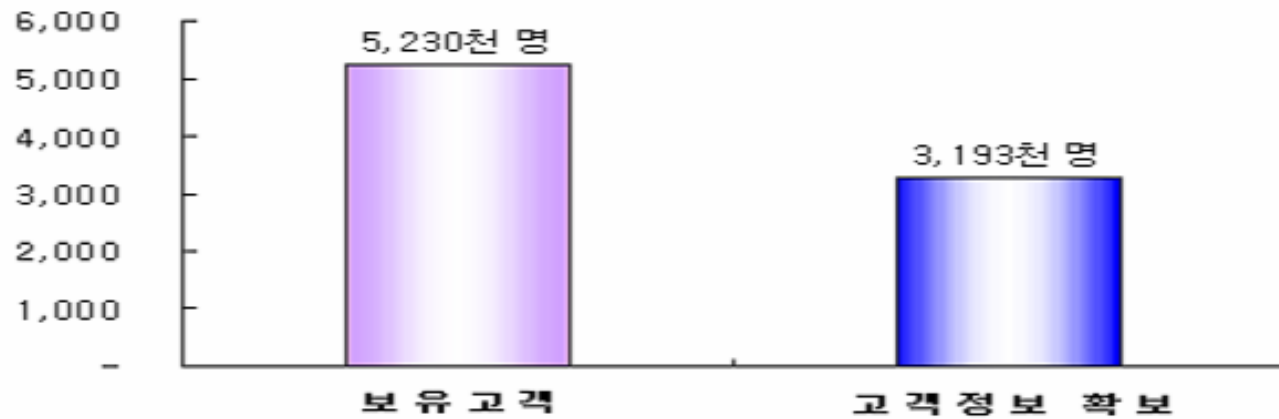
- ▶ Lico 21. com
- ▶ Corporation CRM
- ▶ FA. com
- ▶ Kyobo Nobiliaire
- ▶ AM. com

비밀번호관리 소중한 꿈에 이어지는 교보생명

+ News / Announcement

- * ID(사원번호)와 비밀번호를 입력하신 후 해당업무 버튼을 클릭하여 주십시오.
- * 비밀번호를 분실하거나 변경을 원하실때는 비밀번호 관리 버튼을 클릭하여 주십시오.
- * 비밀번호가 사용정지일 때 조치요령





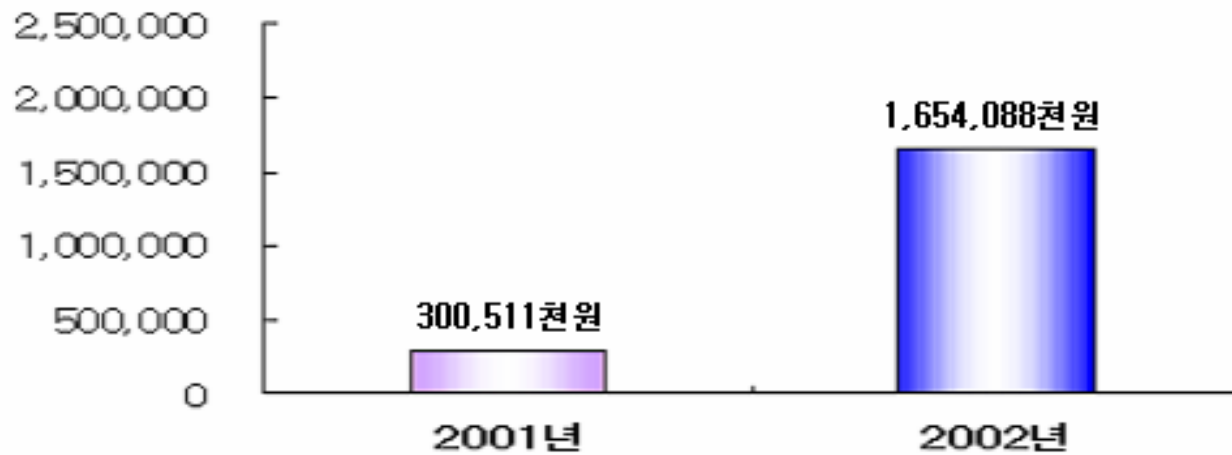
CRM

가

1 가 : 1~5

Tool

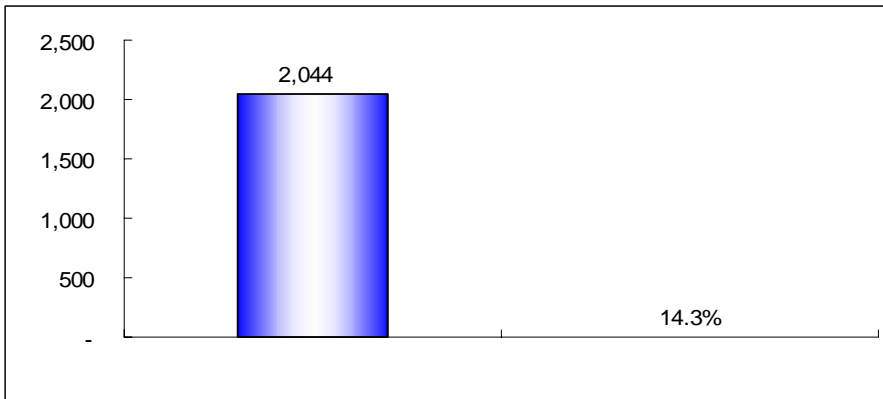
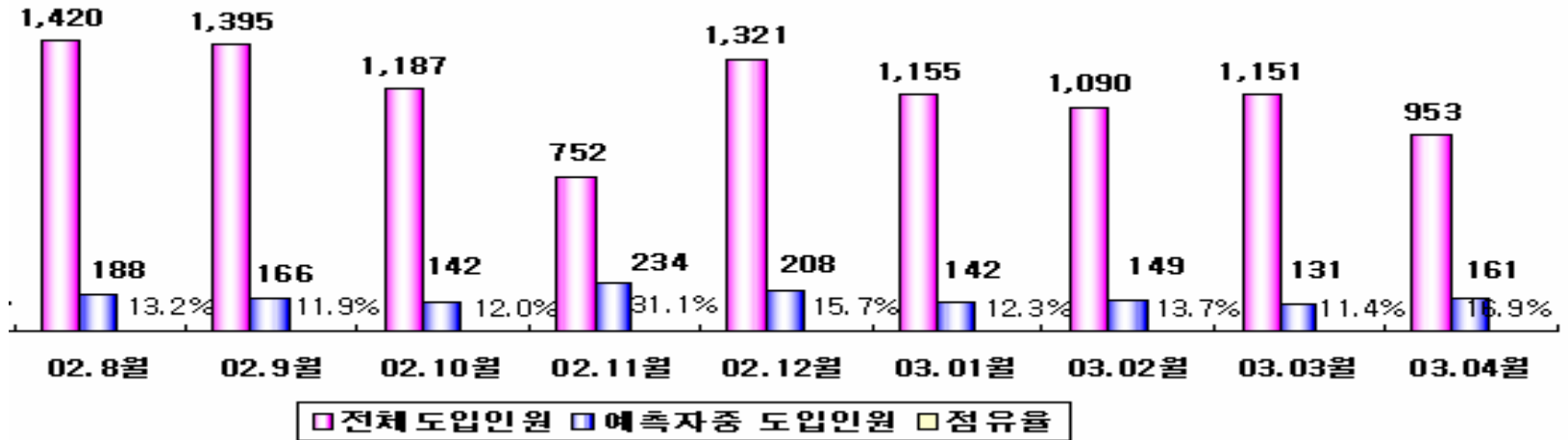
DM과 SMS발송비용



DM/SMS

FP

Touch



(02.8~03.4)
14.3%가

CRM Solution

SFA(Sales Force Automation)

Cleansing

Complain

