

(rodwak@callcenter.or.kr)

1.

(Taiwan Callcenter Development Association)가
2003 6 가

(TCCDA : Taiwan Call Center Development Association)

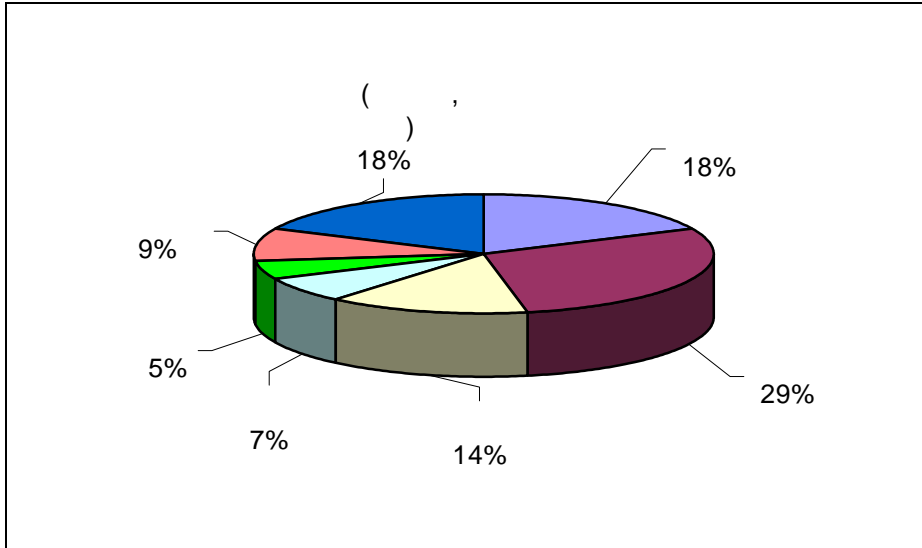
1 6 , 38 120
가
가
가
CIO 가
(: <http://www.tccda.org.tw>)

44
Process, People, Technology 3
6

-
-
- IT 2 ()
- TCCDA

2.

< 1 >



[(TCCDA). 2003]

가 3 , (8 ,)가 3 , (13 ,)가 6 ,
9 . 18,500 . ()가 4

68%가 2 . 38%가

86% . 10% ,
8 : 2 .

3. (Process)

(95%), (76%), TM(72%), TM(72%)
 . 30% in/outbound .

1996 ~1999 .
 . 2000 ~2003 . Outbound 가 . 1990
 1 . 10%가 가 1995
 , 8 .

68% 가 1 . 32% Multi-site

(臺中), (高雄) 2~3 (臺北),
 . IP 가

(positioning)

45%가 가가 /CRM , 30% Profit
 . 20% 가 .

2002 5
 (41%),
 (21%)
 Profit 22%

56% 가 24*7 , 66% 가 IVR, Web

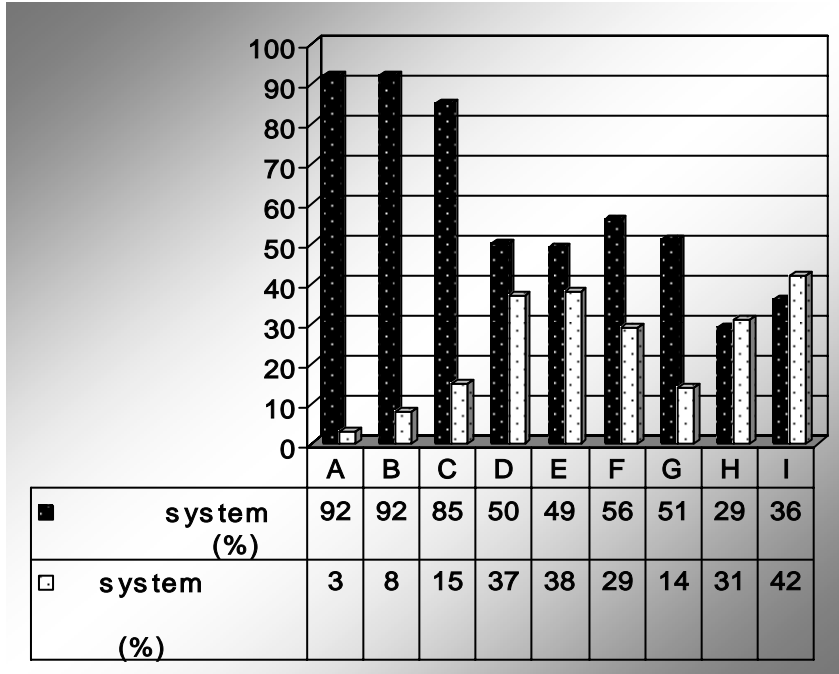
4. (Technology)

90% 가 PBX/ACD 가
 70% 가 IVR, Fax , 50% predictive dialer,
 CTI, Unified Messaging .

CTI 50% 67%
 .(2003 ,) , Web
 Collaboration, Cobrowsing 가 (10%),
 / (ASR) (10%).
 . [2]

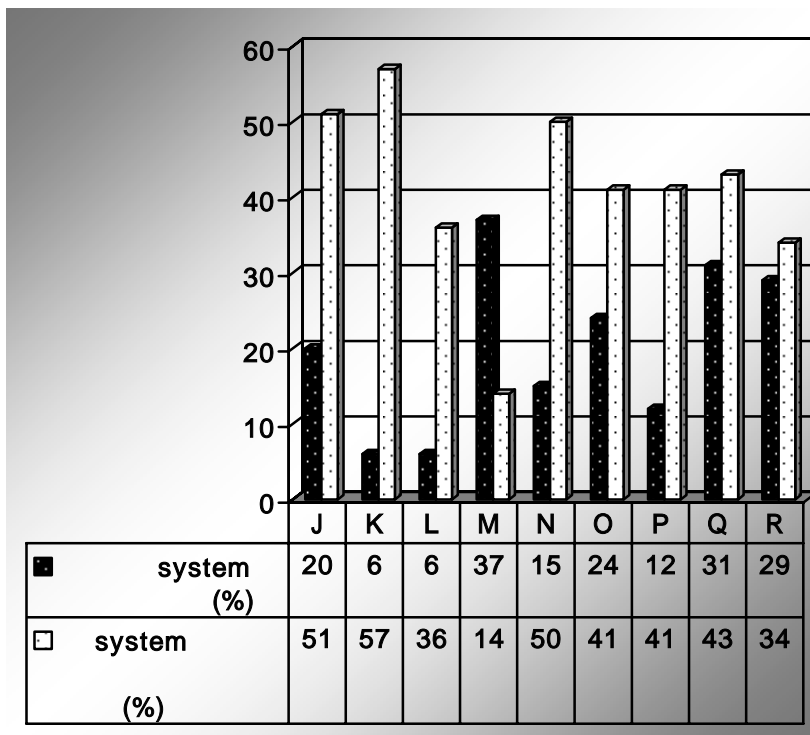
IT 가 , , brand (relationship)

WebCoBrowser/Collaboration
 System, e-crm , e-learning, Data mining sloution, SFA
 . , CTI, PDS,
 . [2]



A	(PABX/ACD)
B	(Recording)
C	IVR
D	Outbound dialer or Predictive dialer
E	CTI(pop-up screen)
F	Messaging(voice/fax/ Unified mail)
G	Fax Server
H	system (WFMS)
I	QM, Call Monitoring

[Callcenter system]



J	e-CRM Series
K	WebCoBrowser/ Collaboration System
L	ASR/
M	IP- system
N	e-Learning system
O	Agent Analytics system
P	SalesForce Automation(SFA) Software
Q	Data mining software
R	Work Flow Management Software

[Callcenter system]

5.

- Inbound : . 35% Inbound
 101~150 , 30% 51~100 ; 27% 50 . 8%가
 150 . 50~150 92% .

- Outbound : . Inbound
 , Outbound . 가
 51~100 29% . 21~50 가 24% . 20% 20
 101~150 . 3% 200

- : 60% 가 5% .
 16% 5~10% , 22% 11~20%, 30% 3%가

- : 65% (Queue) 15
 . 24% 16~30 . 30~60
 8% . 3% 가 61~120 .

- : 31% 가 500 .
 14% 501~1,000 . 1,000~5,000 20% .
 5,001~10,000 11%, 17% 10,001~30,000 , 8%
 30,001~70,000 .

6.

: 77%

(10%). 28%

49%

:

46%

() : () 가

72%

7.

,

,

가

positioning

가 , 가

가 .

cost

가

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