

# CRM

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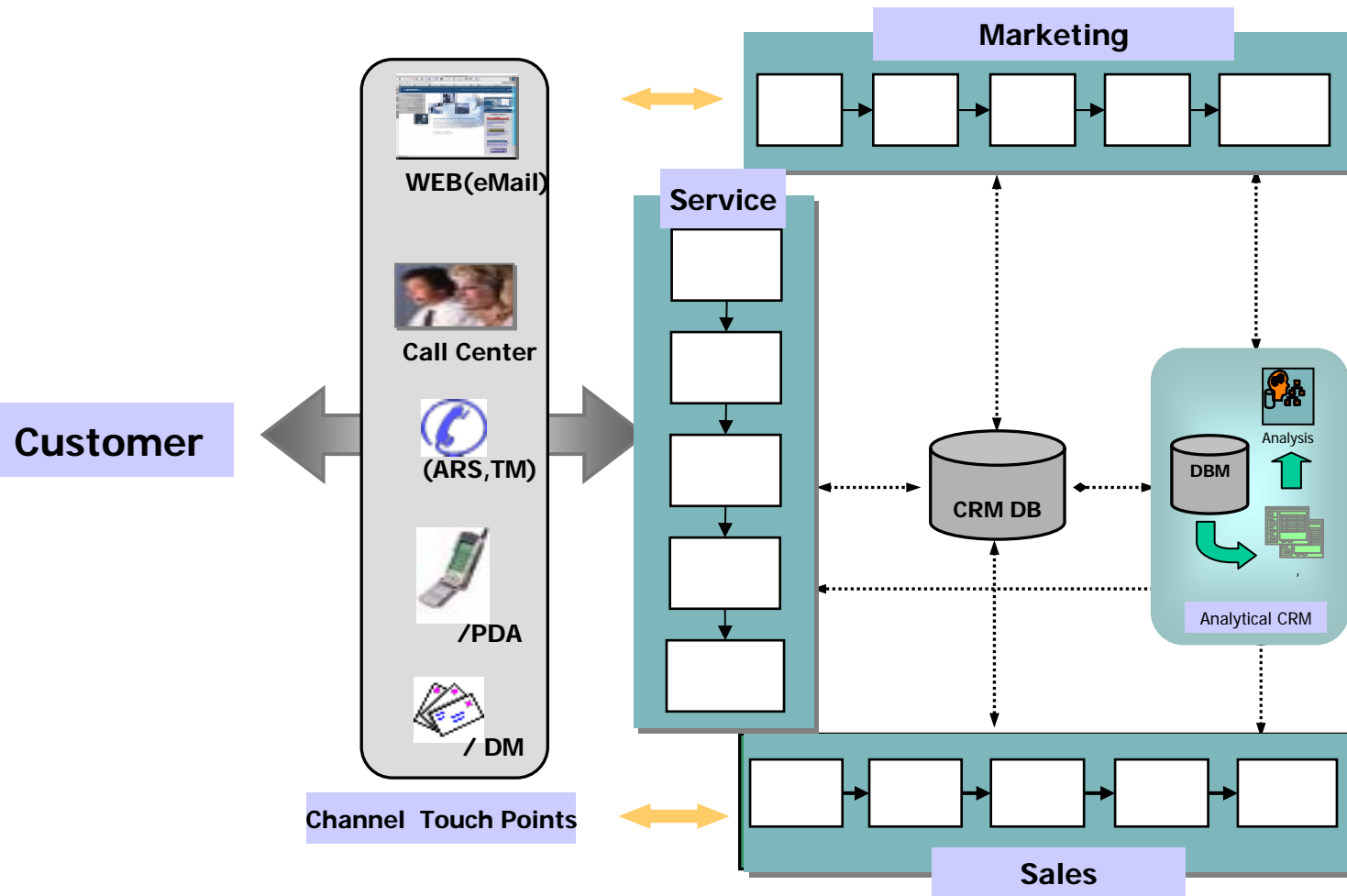
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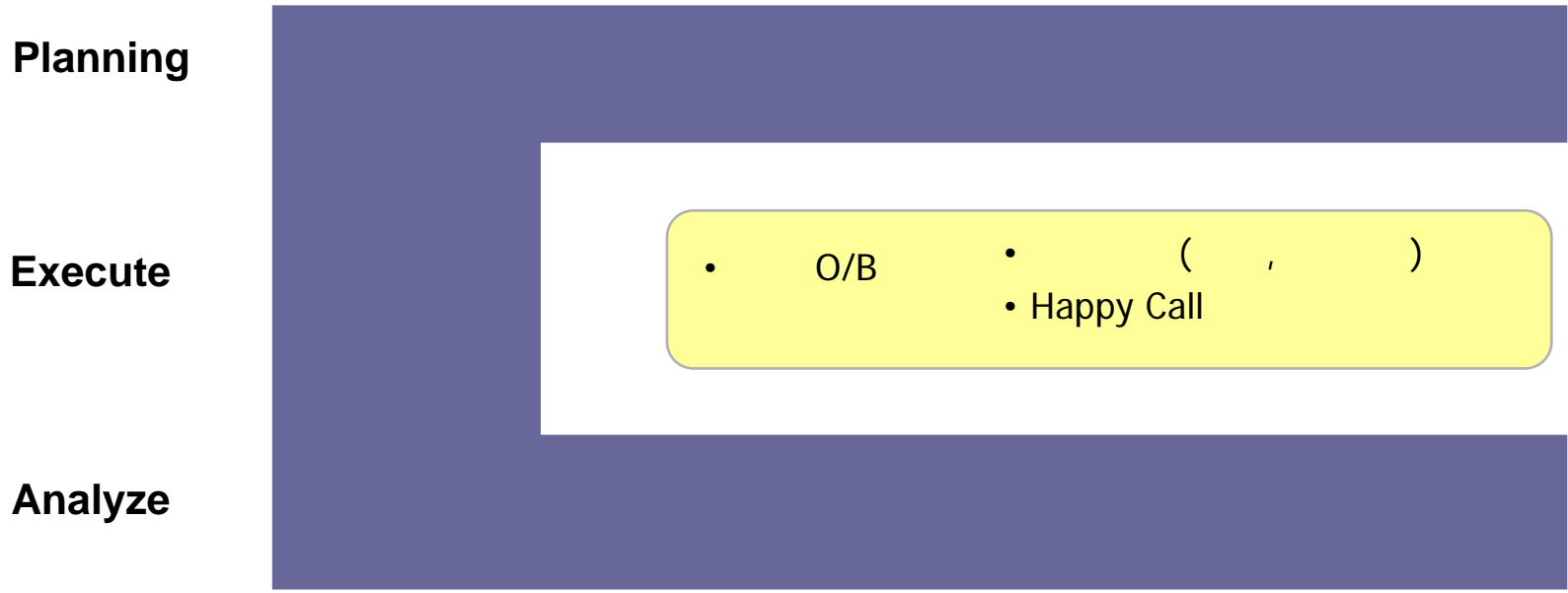
( )

- **CRM**

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- **VOC**





**Sales**

**Marketing**

**Customer Service**



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- issue

- , Inbound

- O/B TM 가

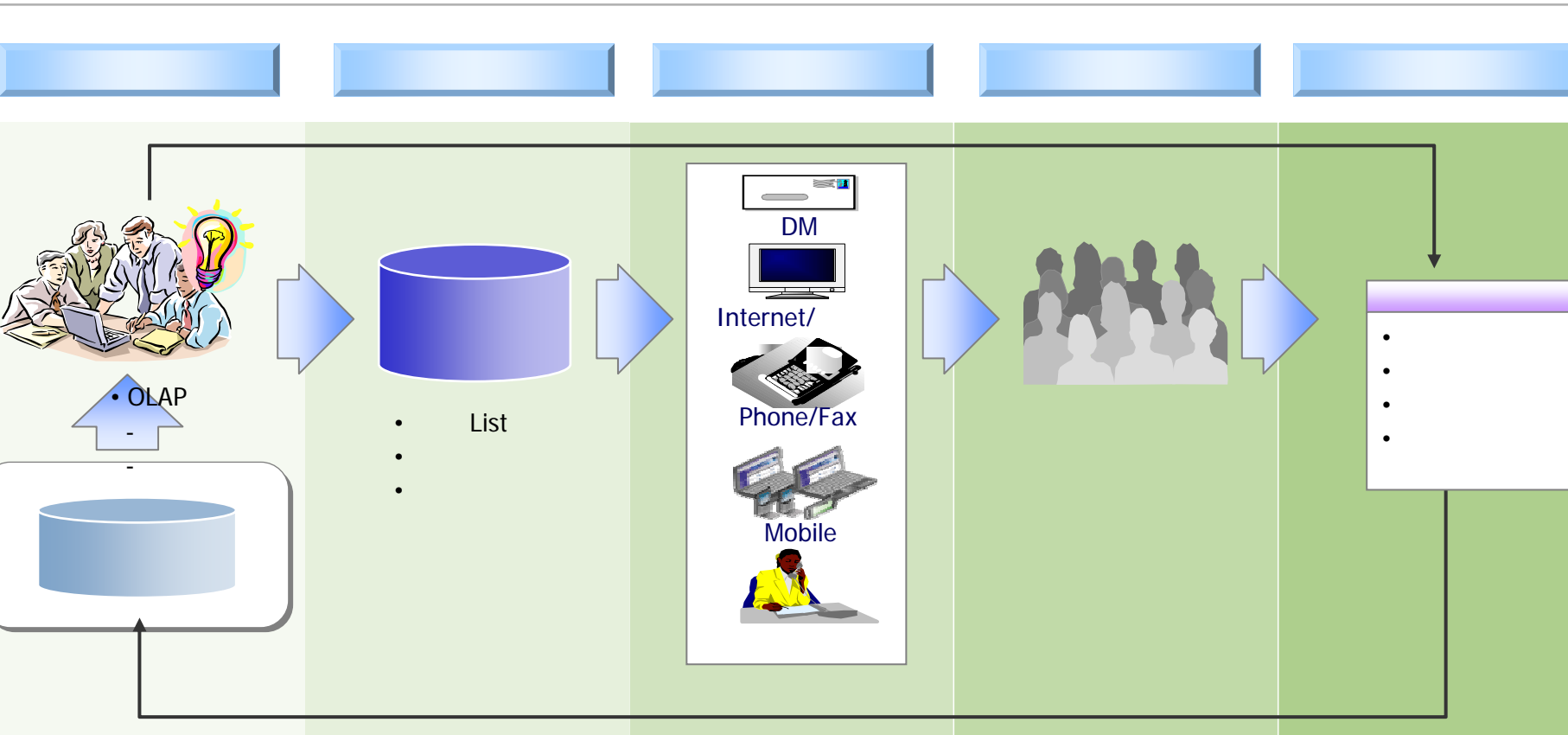


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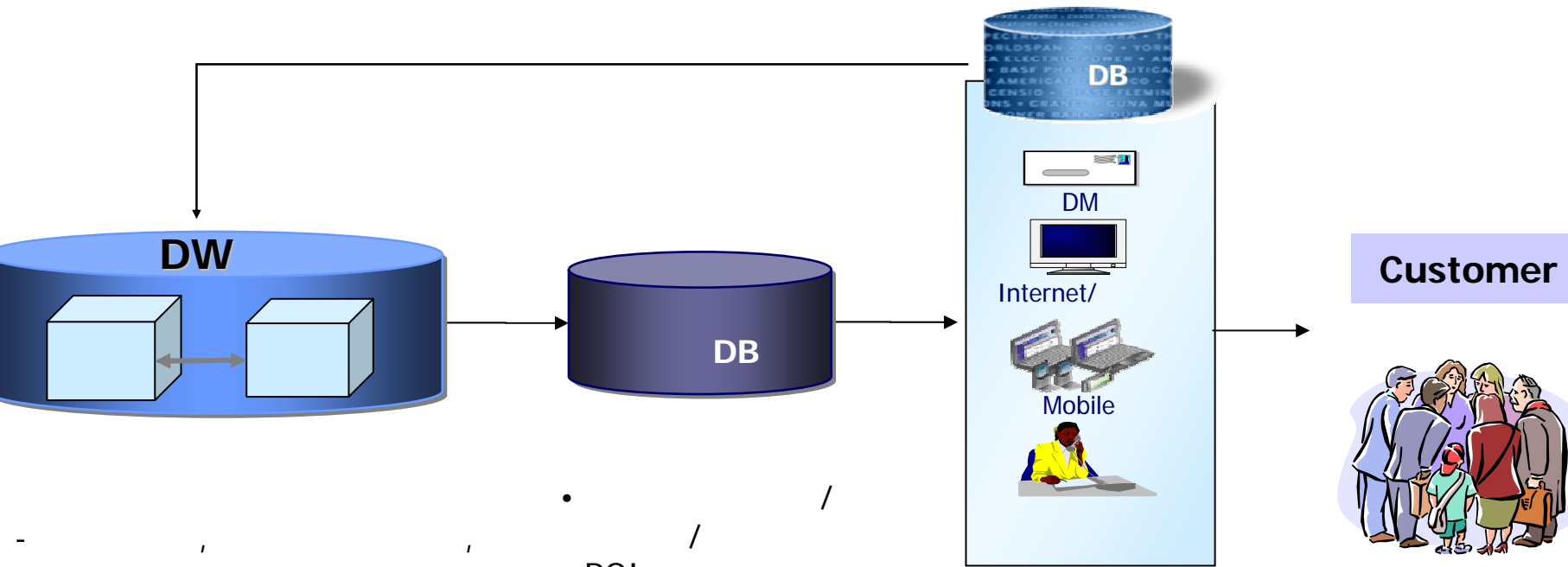
- VOC
- VOC
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- CRM 가

## - Target, Event-triggered, Multi-wave



## Target Campaign



- ROI
- - VIP, 3%
- BEP
- 
-







Target Campaign

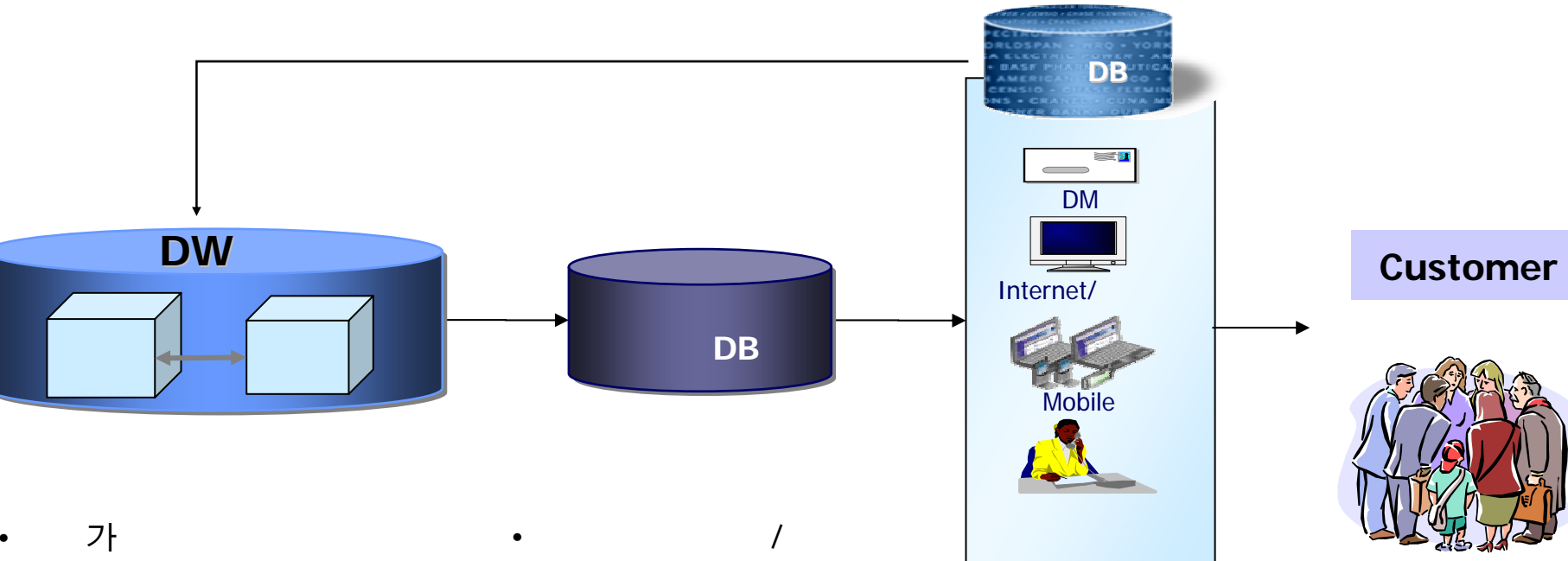
- ( )

The screenshot shows a CRM application window titled "비밀로 II FmT30S". The interface is divided into several sections:

- Top Left:** Fields for "상업구분" (Business Category) and "고객명" (Customer Name) with a "조회" (Search) button.
- Top Right:** Fields for "고객명" (Customer Name), "주민번호" (Resident Number: 100000-0000000), "계좌번호" (Account Number), "지역주소" (Local Address), and "직장주소" (Work Address). Includes a "보내기" (Send) button.
- Center:** A table with columns: 주민번호 (Resident Number), 고객명 (Customer Name), 통화일자 (Call Date), 통화결과 (Call Result), and 통화시간 (Call Time).

주민번호	고객명	통화일자	통화결과	통화시간
1000000000				
2222				
2222				
2222				
2222				
3011				
6759		2003-04-23	성공	017-2
0000				
- Bottom Left:** A list of items with a "상업이력" (Business History) button.
- Bottom Center:** Fields for "통화결과" (Call Result), "발신전화번호" (Outgoing Phone Number), "통화일" (Call Date), and "통화시간" (Call Time). Includes a "상업이력" (Business History) button.
- Bottom Right:** A "저장" (Save) button and a "신용불량" (Credit Default) section with checkboxes for "In/Bound 여부", "이벤트참여여부", "제외대상여부", "매달 발송 대상여부", "대발송" (Mass Mail), and "주소확인" (Address Confirmation). Below this are radio buttons for "보통" (Normal) and "조금높음" (Slightly High), and a table for "누적 주식약정", "선물/옵션약정", "채권자산", "저축일/거래일", and "최근 주식약정".

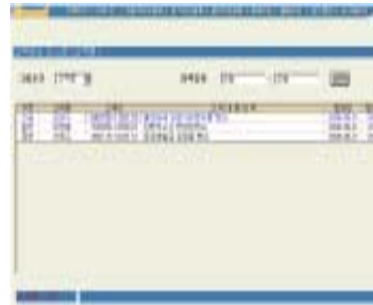
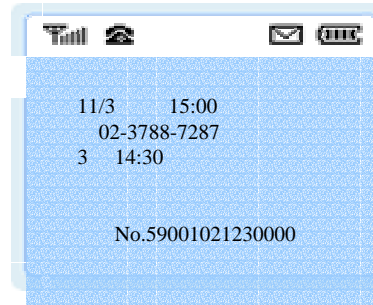
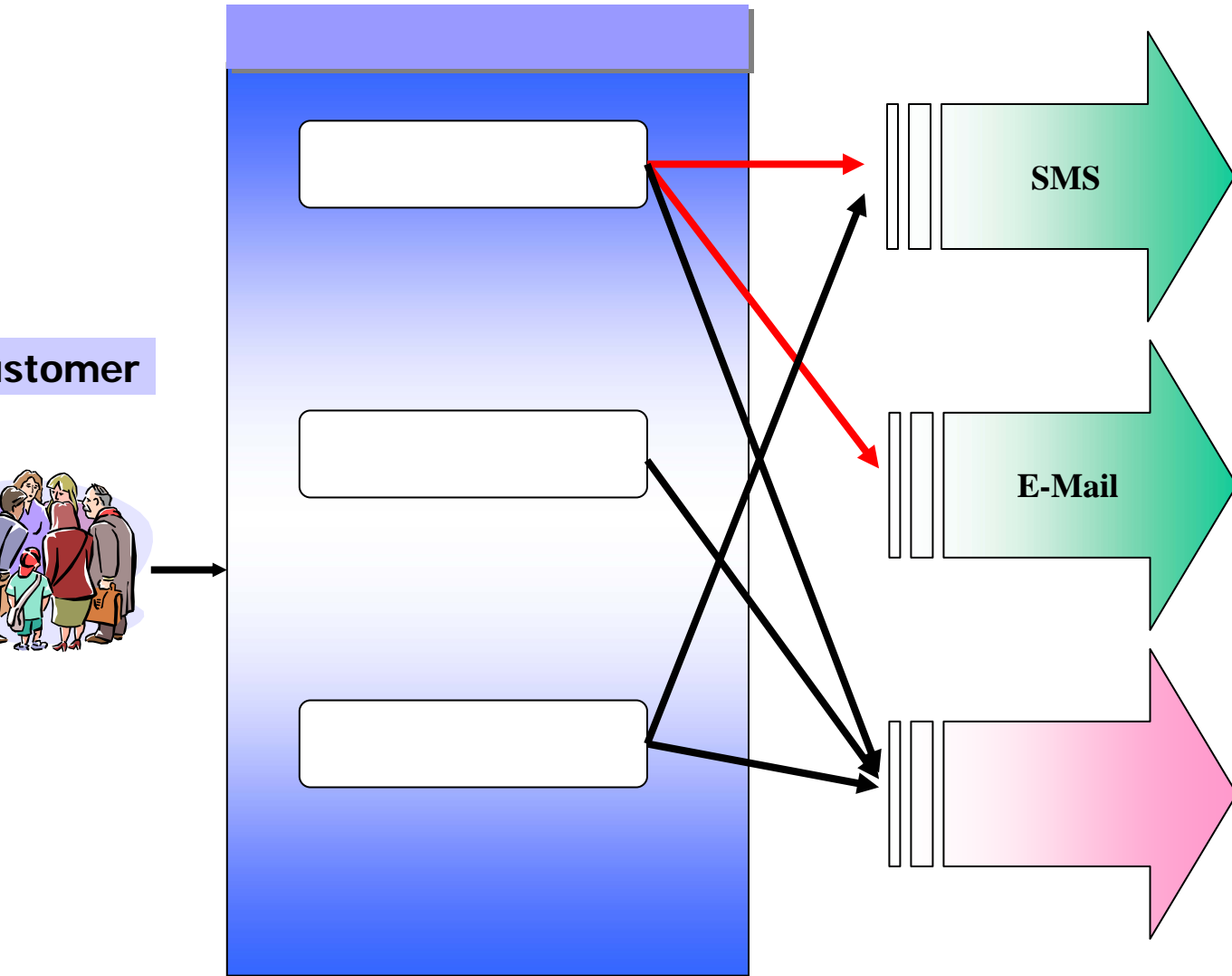
## Event-Triggered Campaign



가

- /
- ROI
- 
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## Event-Triggered Campaign

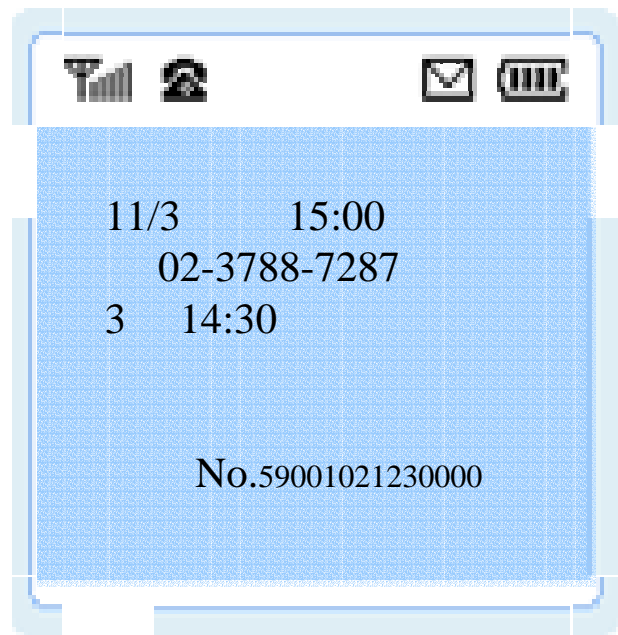


## Event-Triggered Campaign

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(SMS)

: / / / / No./  
 SMS  
 - : ( )  
 ( )  
 - : . (D-5 )  
 / (D-1 )  
 / (D-1 )  
 ( )  
 ( / , D+1 )



SMS ( 45 )

가 , / , , ,

## Event-Triggered Campaign

(e-Mail)



### ▶ 고객정보

성명		주민등록번호	641029-0000000
주소	3	5 1205	
전화번호	02-738-2544	핸드폰	018-755-XXXX
E-MAIL	Skang@hanmail.net		

### ▶ 상세정보

콜센터문의내용			
목표	1	, 가	19.4
특징			
대응방안	가	-	, .....

: 95.4% \_ +

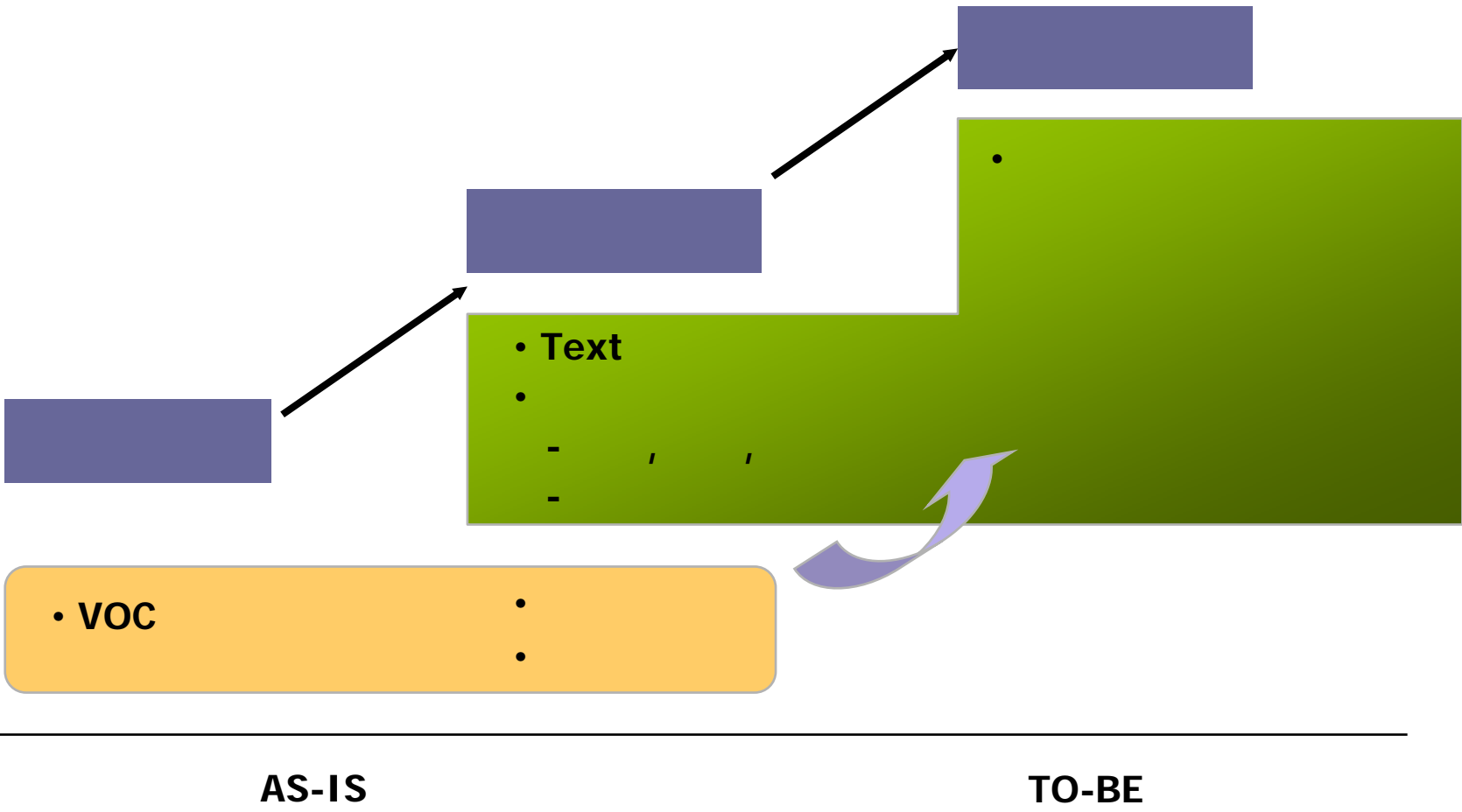
• E-mail : , ( 1 )

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- Cost Center

Cost

- VOC
- VOC =
- = VOC

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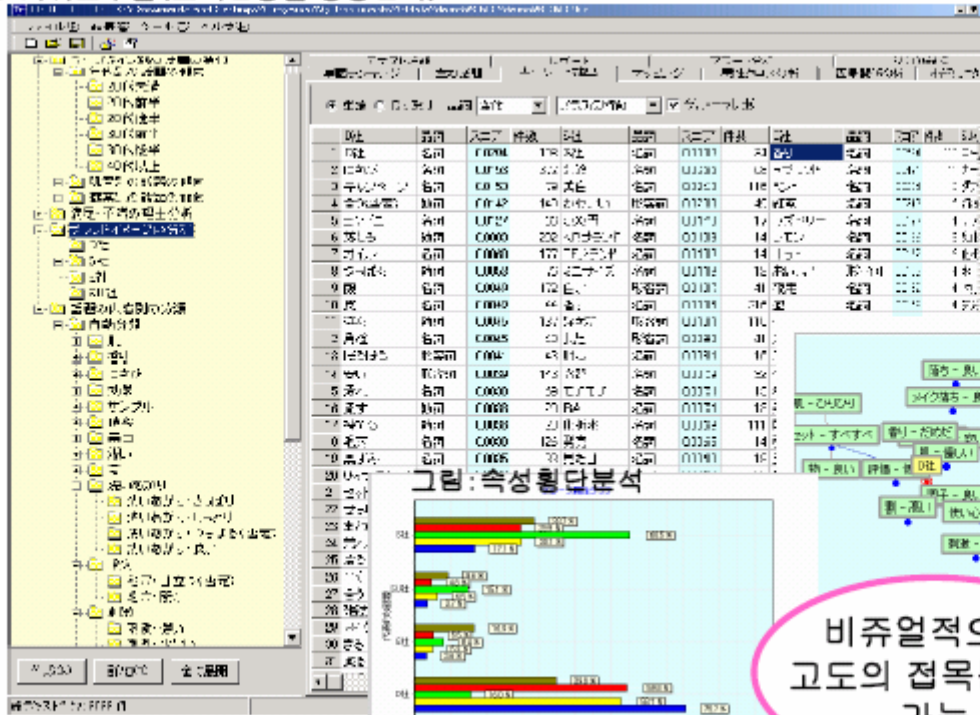






가 , Mapping

표: 키워드추출(고객연령별 영향분석)



고객의 속성이나  
상품의 속성과의  
접목분석

그림: 관련성매핑



, ( / )

가

그림:시계열모니터

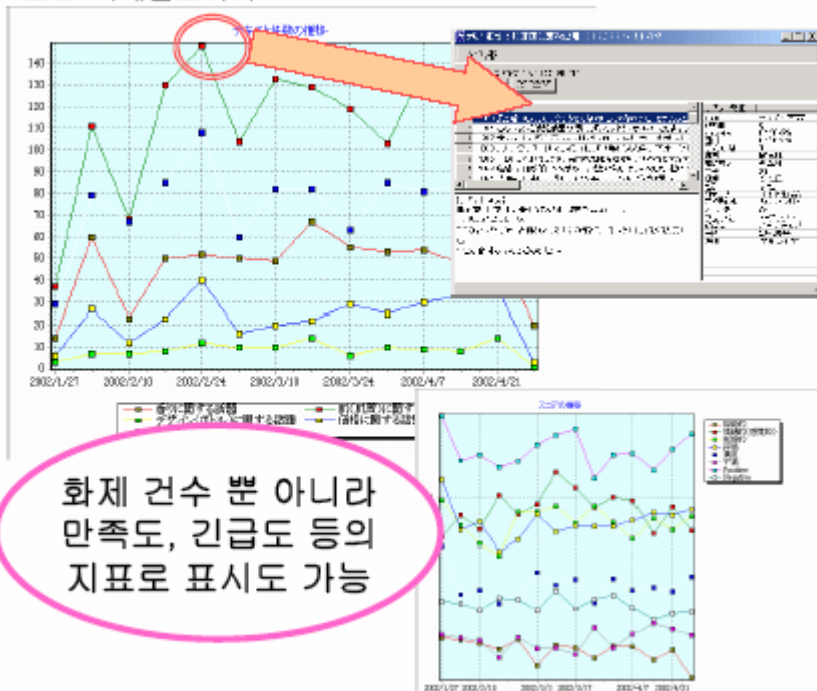


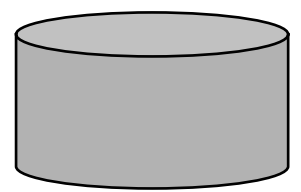
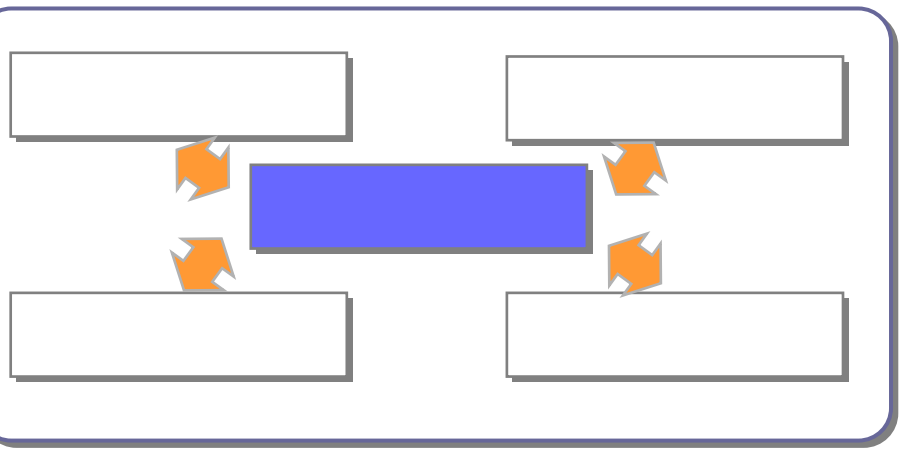
그림:Alert분석



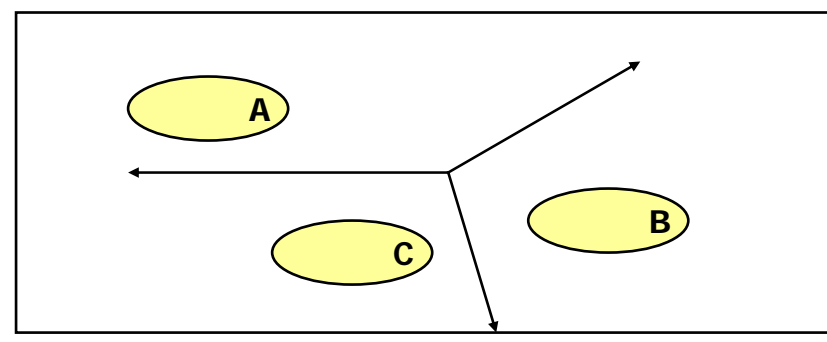
# Profit Center

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- 4,000~5,000
- 4~5
- ( , , )

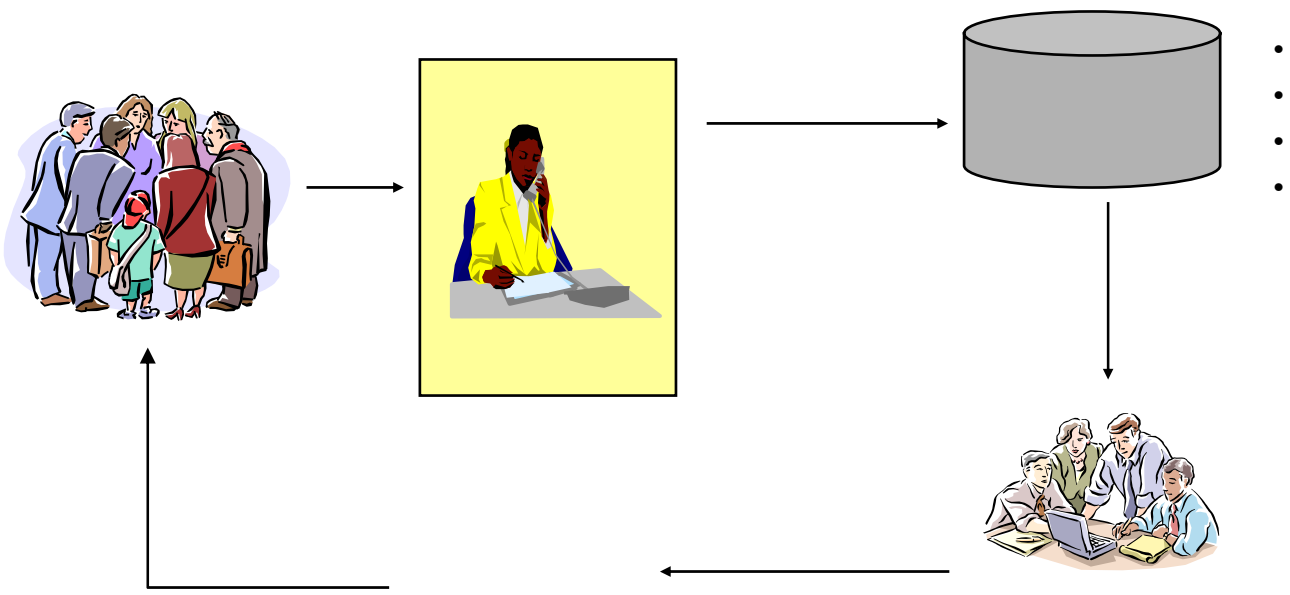


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- 20 : " "
- 30 : " "
- 
- A : " "
- B : " "



- 1
- " " ' ,
- 
- Text mining

2



25 ( , ) 8,000

"VOC"

- VOC 14 → Text Mining
- Cost
- DB CS , /

가

