

# CRM

3 . ACD, IVR, CTI, LAN, WLAN, DNIS, Modem technology, www (Network Technologies) , 가 (Business Requirements), Main frame, Mini-computers, Notebook computer, DBM (Information Systems) , 가 (Human Elements) , ( ) (1) (Emerging Call Center) , 가 (2) / (Professional or Optimizing Call Center) , , / (3) (Strategic Call Center) .( Durr 2001) , contact volume 가 ( 50%) , 가 20%, contact volume quality / 가 20%, CRM 가 10% , / CS , CRM 가 , CSR (Customer Service Representatives) , 가 , 가 CRM 가 (Purdue University/BenchmarkPortal 2001), 10% CRM , 90% (Genesys Telecommunications Laboratories, 2002), CRM 가 5% .

## Framework of CRM Customer Center

\* CRM Goals : 4A ( Any Time, Any Place, Any Form, At No Cost )  
 3C ( Consistent, Complete, Concise )



