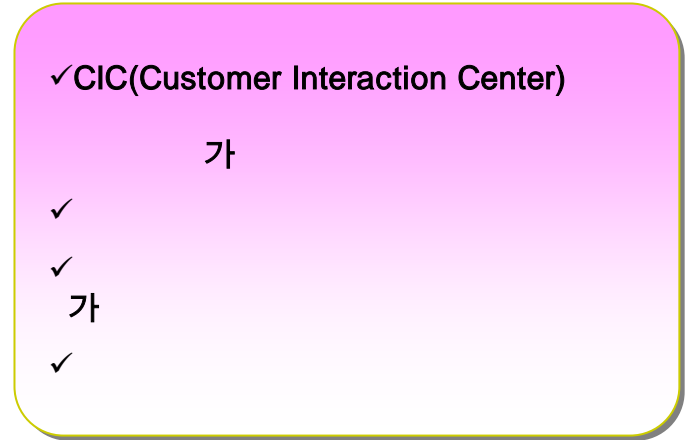
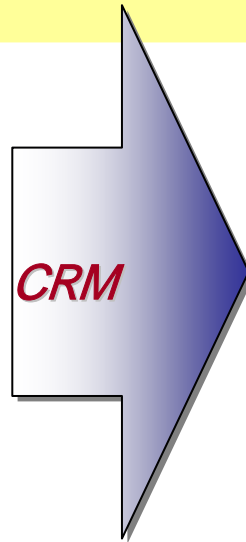
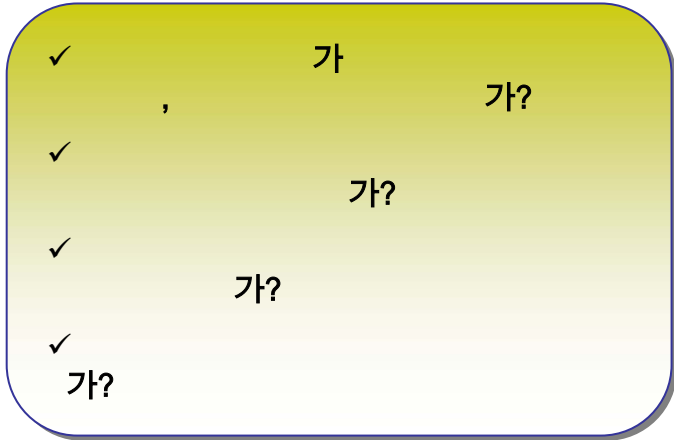
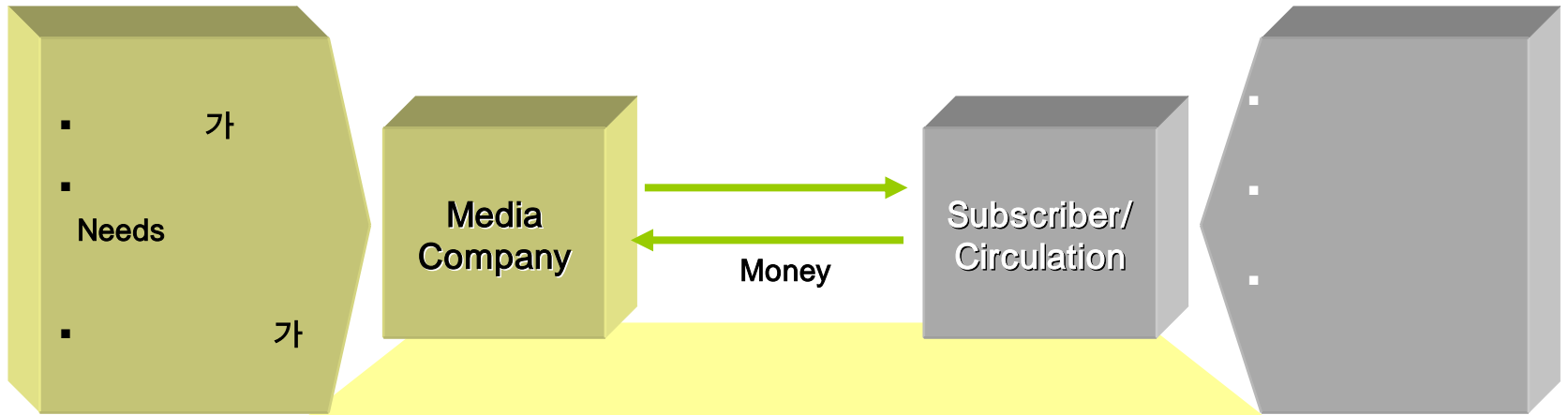


**Subscriber**

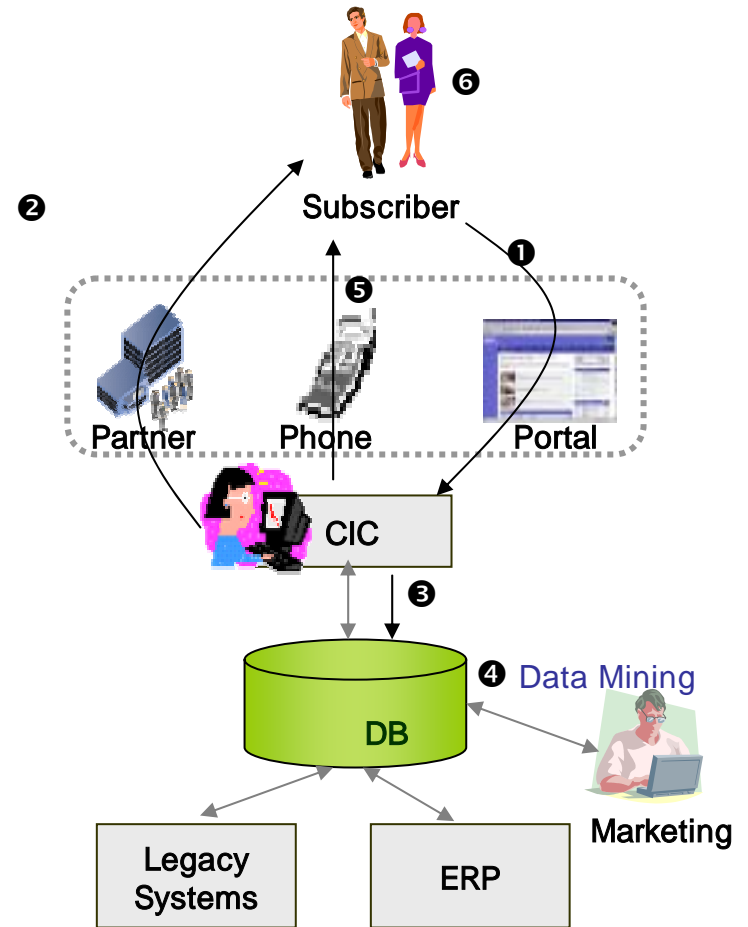
**CRM**



CIC

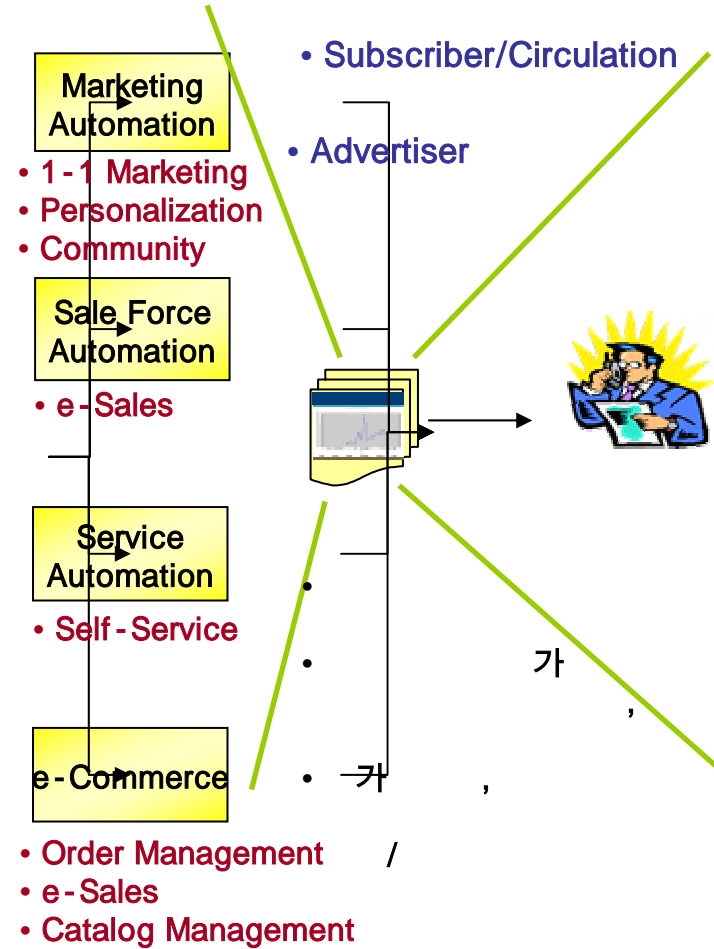
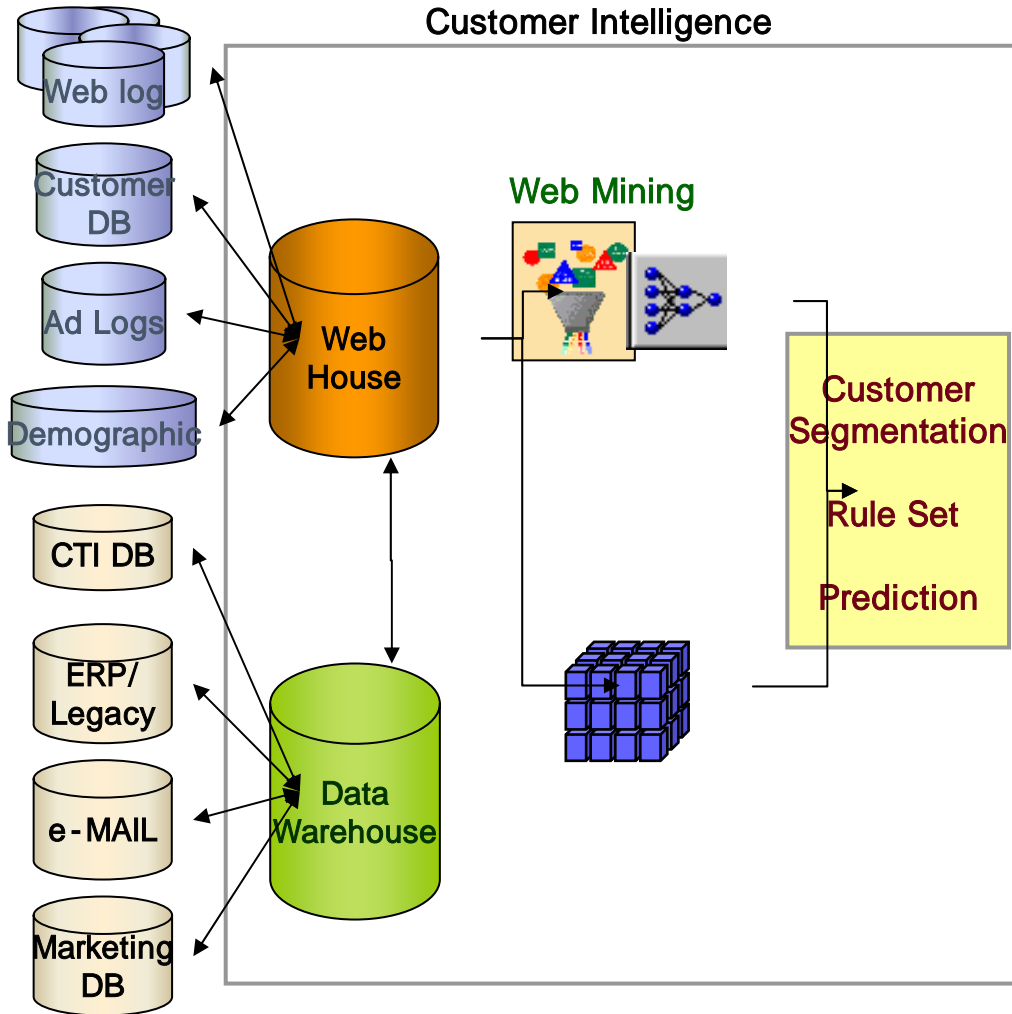
DirecTV GLA

- & TV
- CRM : Subscriber
- Marketing & eMarketing / Order Configurator, Field Service, Channel application
- Call Center(2300 )
- Subscriber ( 1% = 400 )
- LA
- customer care 가
- , ERP



\* : eCommunications for Media Select Customer Stories, August, 2001, Siebel

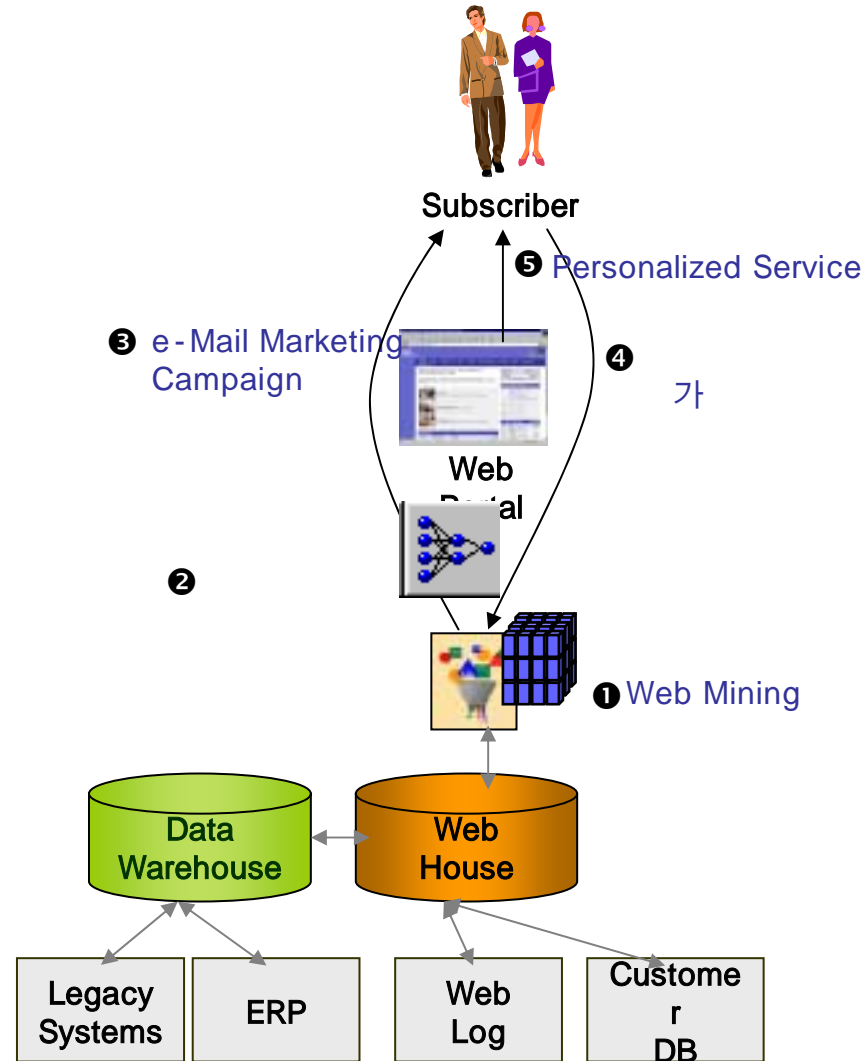
# e-CRM Solution Set



e-CRM

Washington Post

- 
- CRM : Subscriber
- Web Portal, Call Center
- 
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- 가



\* : eCommunications for Media Select Customer Stories, August, 2001, Siebel

e-CRM

Washington Post

: MyWashingtonPost

Washington Post

- Newspaper & Magazine, TV Broadcasting, Cable TV, Electronic Information Service, Test Preparation, Education & Career Service
- Washington Post, The Herald, Gazette Newspapers, News Week, Cable One, etc

Vision

- Business
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  - 가 가

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e-CRM

Washington Post

: MyWashingtonPost

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Washington Post

Washington Post



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