

CRM

1. CRM

, 가 ,

CRM

CRM

가

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, < -1>

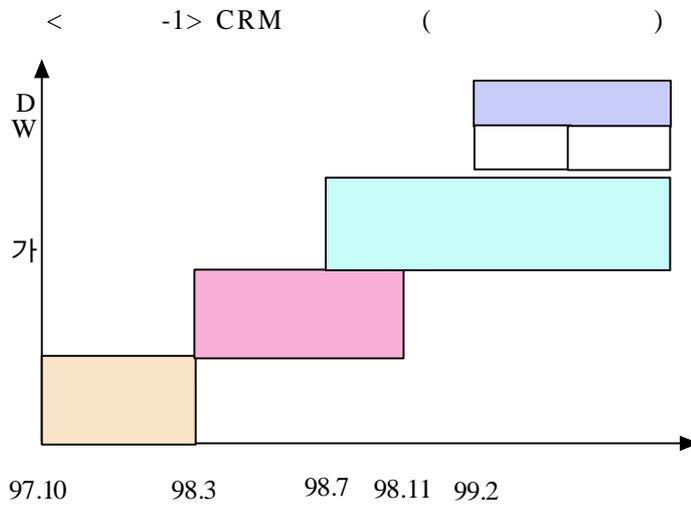
< -1> CRM

- 1999	CRM	, 2000	9
- CRM	10		
- 2001	3 5		
- 1998	4 7 1 CRM		
- 1999	7 2000 4	(DW)	
- 2000	4 CRM		
- 2000	9 2001 3 2 CRM		
- 1999	10 DB		
- 2000	2 5 CRM	TFT	
- 2000	8 CRM		
- 2000	11 CRM		
- 2001	2		
- CRM	DB	,	
- 1999	DB	,	
- 1998	1 DB		
- 1999	7 CRM		
- 2001	CRM		
- 1999	CRM	,	
- 1999	9 CRM	,	11 가
-	가		

: CRM online, 「 , 'CRM ' 」, 2001.4., [http:// www.crm.co.kr](http://www.crm.co.kr) , 2001.7.

CRM

CRM



, CRM 1997 10 1998 3

DB

" " DW

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" "

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10

- DW DBM

, 1998 4 1998 11 CRM

, ,

/ DB

(Data Transformation)

(OLAP)

- (2,500)
- ()
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(Data Mining)

- (retention)
- 가 가 (scoring)

(Performance Tuning)

, 1998 7 CRM
 15 ,
 가가 , 가 ,

(15)

Mining

- 가가
- 가
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CM(Campaign Management)

, CRM 1999 2
 ,
 가 .

- DW (2000.3, 가)
- DW (99.2 5)
- DW (99.2 9)
- 150GB 350GB
- 50 500

3)

CRM

. , DB

CRM,

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CRM

, CRM

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CRM

(Call-Center Agent)

“ 가가 ”

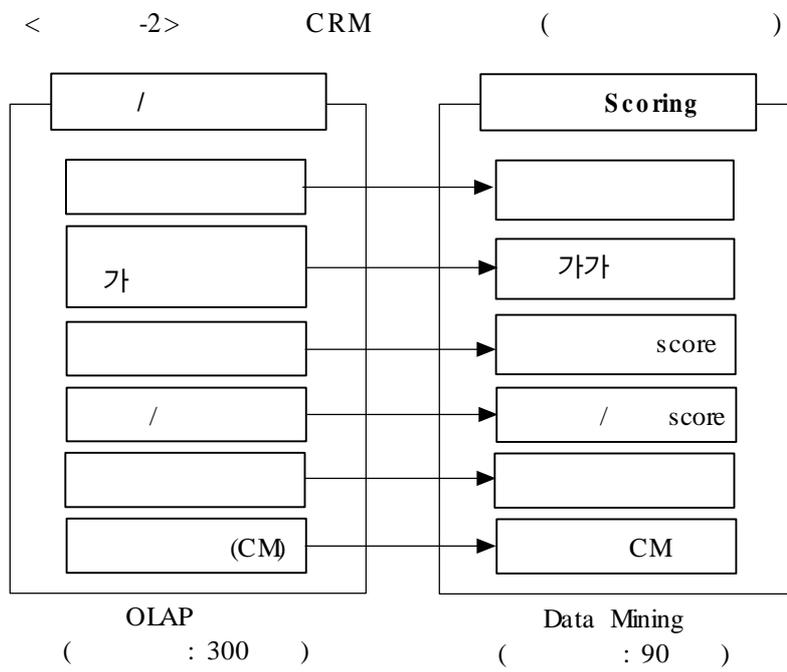
가

가 가

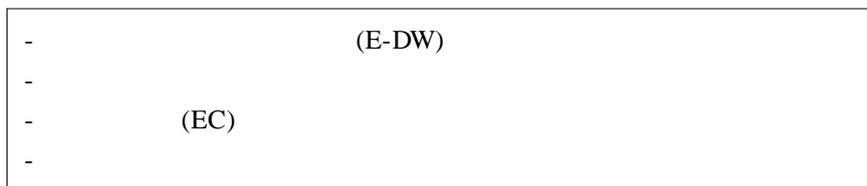
가 가

가

가 가



4)



Data Mart

CRM

CM(Campaign Management),

, (,)

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(EC)

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가

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가가

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5)

CRM

(cross selling) ,

(retention)

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(cross selling)

가가

가

가

가 2

1 가

가가

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가

2 가

2 가

<Ex>

가		x x x 가			
: 가가 가				: 가가 가	
	x x	70xxxx-xxxxxxx	x x	*****	
	x x	62xxxx-xxxxxxx	x x	*****	
		83xxxx-xxxxxxx	x x	*****	
	x x	65xxxx-xxxxxxx	x x	*****	
		62xxxx-xxxxxxx	x x	*****	
	x x	74xxxx-xxxxxxx	x x	*****	
		69xxxx-xxxxxxx	x x	*****	
		67xxxx-xxxxxxx	x x	*****	

(retention)

<Ex>

		()					
/		가	가	가	가	가	가
	1-10	3737	527	1985	355	53.12%	67.36%
	11-20	3792	513	1883	320	49.66%	62.38%
	21-31	6668	786	3214	513	48.20%	65.27%
	1-10	9820	901	4668	526	47.54%	58.38%
	11-20	11538	894	4769	496	41.33%	55.48%
	21-31	19632	1162	7465	618	38.02%	53.18%

<Ex>

()						
20-25	99	558	50	94	50.51%	16.85%
25-30	1006	2212	490	421	48.71%	18.63%
30-35	1982	1956	906	407	45.71%	20.81%
35-40	2185	1471	957	297	43.80%	20.19%
40-50	2887	1190	1462	265	50.64%	22.27%
50-60	1296	313	650	71	50.15%	22.68%
60	287	61	123	13	42.86%	21.31%

<Ex>

()					
	/	1	/	/	/
20-25	24.46%	27.50%	31.58%	13.06%	13.88%
25-30	24.66%	10.51%	26.16%	14.88%	14.40%
30-35	26.15%	18.75%	20.00%	15.14%	17.46%
35-40	26.78%	13.74%	22.48%	16.34%	19.80%
40-50	26.67%	19.72%	27.68%	19.74%	24.18%
50-60	26.83%	15.00%	32.59%	28.30%	30.11%
60	42.83%	20.41%	40.00%	37.50%	19.23%

<Ex>

-	:	()	,
-	:	30	,
-	:	30	/

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< -2> CRM

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· CRM	· CRM
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: , 『CRM 』 , 2000.9., p.82.

3. CRM

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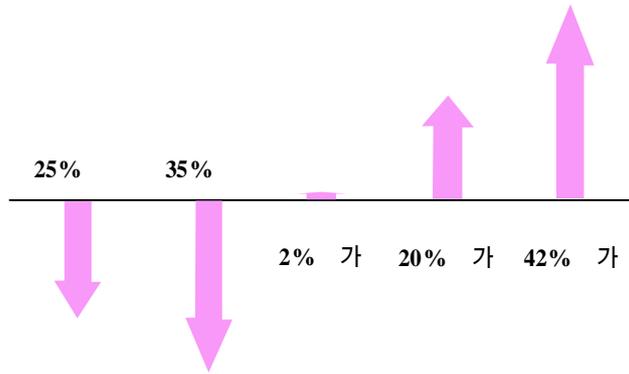
· , CRM

· Insight Technology Group

10), CRM

가

< -3> CRM



: Insight Technology Group () , 「CRM 」, 2001.1.,

가 CRM

10) () , 「CRM 」, 2001.1.

가
 < -3> CRM ()

					
	2	19	66	95	52
	2	22	72	95	43
	8	19	87	84	36
	5	26	91	67	43
	5	26	50	109	43
,	13	21	65	85	48
	16	27	62	73	56
e-	13	26	69	88	37

: 234 , .

CRM , 가

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CRM

, CRM

가

< -4> CRM ()

					
	13	34	103	52	31
	13	39	101	51	29
	8	44	125	46	9
	13	27	98	71	23
	9	37	114	56	15

: 234 , .

< -3> CRM 20%
가 가 .

가 . CRM 1 1
, 가 가

가, ' CRM 가 .

< -5> CRM ()

					
	3	23	77	90	40
	3	27	77	87	38
	8	35	121	44	24
	7	35	101	58	31
가	5	15	73	100	40
	9	41	122	51	9
	4	25	68	99	35

: 234 , .

CRM

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< -6> CRM ()

					
	1	15	61	115	41
가	3	18	73	102	37
가 가	1	15	53	118	47
	1	11	65	90	66
	4	16	58	105	49

: 234 , .