

: KMAC 2008 – 154

2008. 3. 18

:

: KMAC CS BU

:

2008

(KSQI)

1.

2. KMAC()

KSQI (

)

3.

3 20 ()

1 : KSQI

1. KSQI

2. KSQI

1) KSQI

2) KSQI

3) KSQI

4) KSQI

5) KSQI

3. KSQI

2 : 2008 KSQI

1.

2.

3.

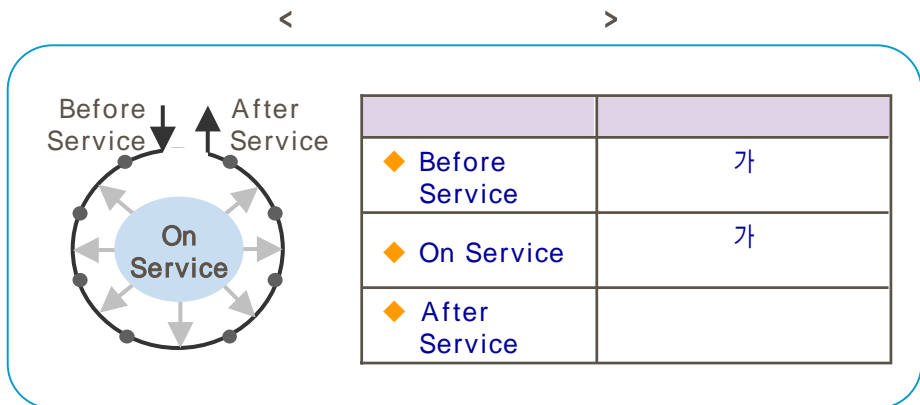
4.

5.

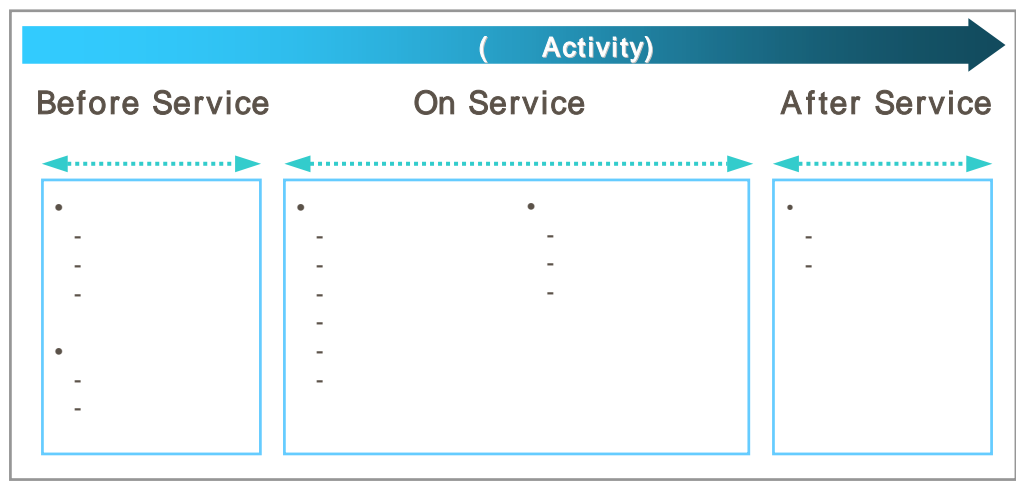
1 . KSQI ()

3) KSQI

KSQI Before Service, On Service, After Service
 , 60
 Before Service 가 , On Service 가
 After Service 가



가 (, , ,)
 16



'CTQ(Critical TO Quality)' 가

1 . KSQI ()

4) KSQI

KSQI (Defect) CTQ(Critical TO Quality)
 KSQI CTQ 가
 60 1 16가 CTQ 960

<KSQI >

$$\begin{aligned}
 \text{콜센터 } KSQI &= \left[1 - \left(\frac{\sum D}{\sum CTQ} \right) \right] (\%) \\
 &= \left[1 - \frac{60}{960} \right] (\%) = 90 (\%)
 \end{aligned}$$

- KSQI : $(1 - \frac{CTQ \text{ 가}}{\sum CTQ})$
- D(Defect) :
- CTQ(Critical To Quality) : 가
- $= (60 \times 16 = 960)$
- $= (960 -)$

KSQI , 가
 60 (~), (, ,)
 가 가
 KSQI Defect , 90

1 . KSQI ()

5) KSQI

가
가

KSQI Before, On, After Service
가

1) 가

2) 가 가가

KSQI

3. KSQI

KSQI (,), (,)

가 가

2008 KSQI 2009 3

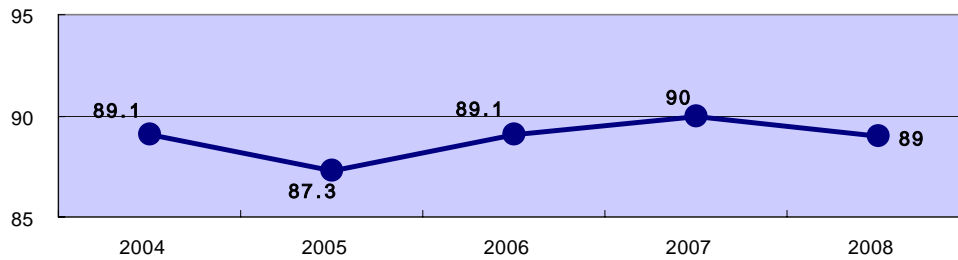
2 . 2008 KSQI

1.

2008 KSQI 89 , 2007 1

KSQI 2008 89 1 , 가 1 2

<KSQI ()>



8 가 25 , 10

KSQI 90

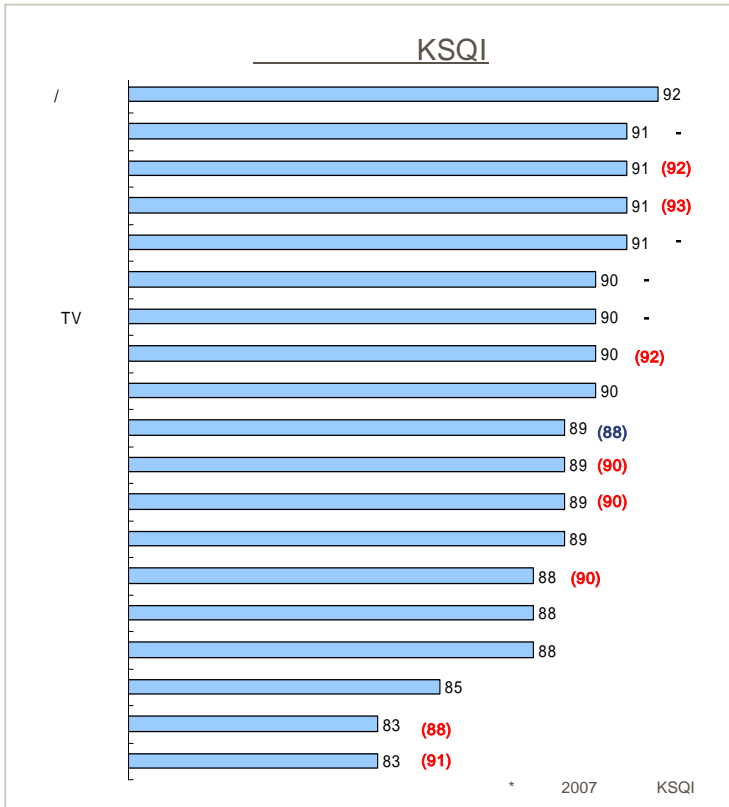
2007 KSQI 가 , , / 가

2007 14 90 , 3 85
25 90 10 , 85 13 , 2 가 85

, KSQI 90 2007 130 90 69%
2008 154 82 90 53%

2 . 2008 KSQI ()

2.



2008 KSQI

가 2007 93

가 91

2 , /

가 92

2007 88 KSQI

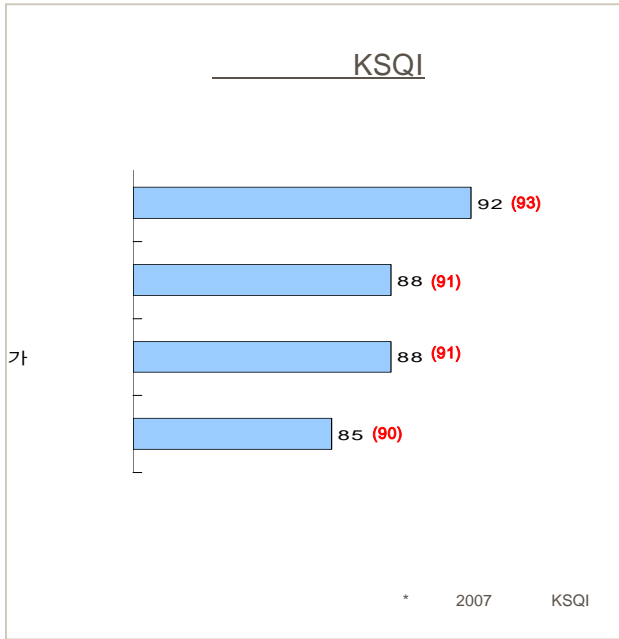
89

2008

/

가

2 . 2008 KSQI ()



2008 가 가

가 92

가 90

* 2007 KSQI

가 90 5 가 85

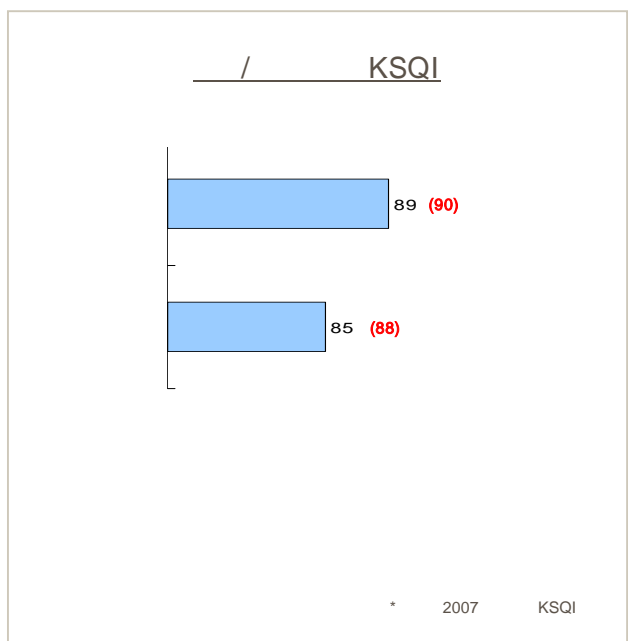
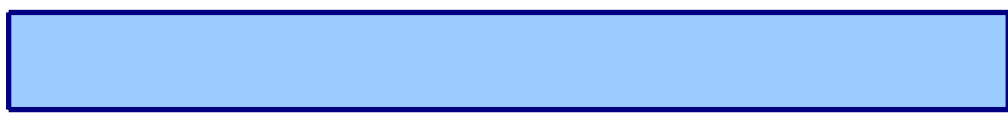
가 가

3 88

가 3 ,

2 . 2008 KSQI ()

■ /



2008 (,) (,)

2007 1 .

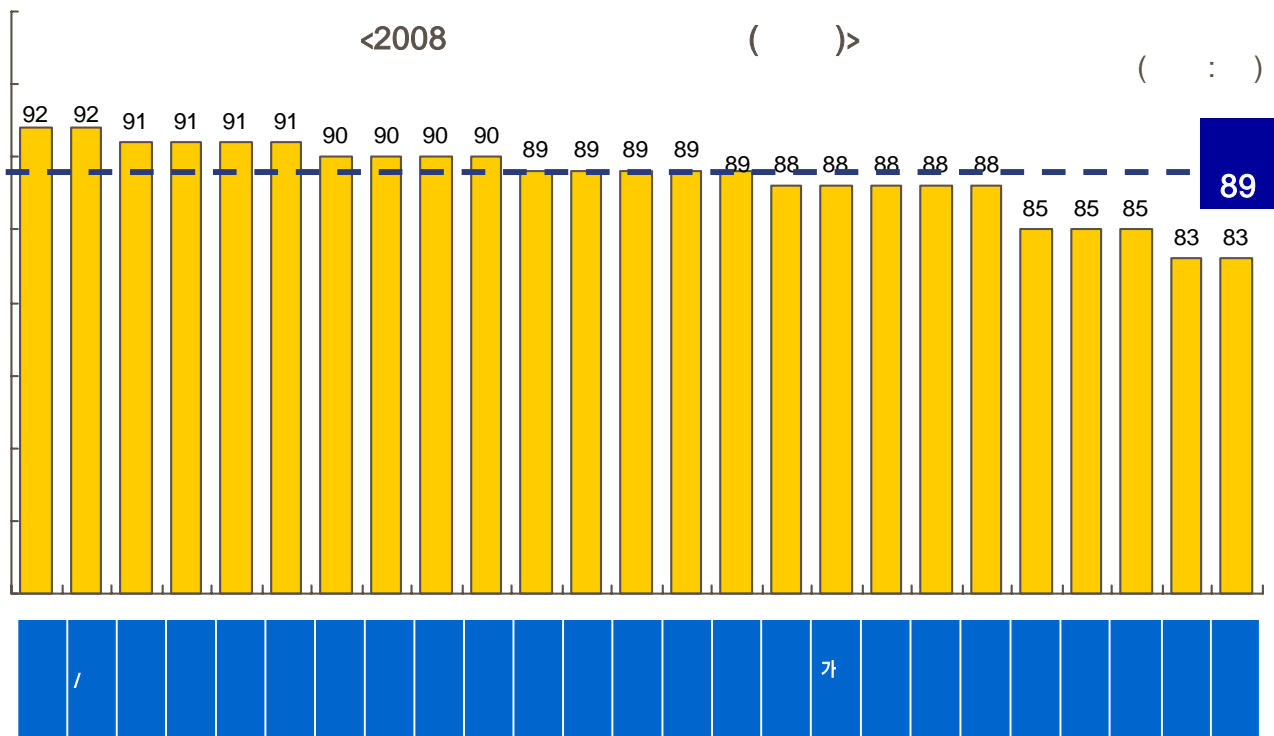
2007 , 가

2 . 2008 KSQI ()

3.

, / 가

25 , 가 92 /
 , / ,
 , 1 2007 5 2008 9



< KSQI >

		2008 KSQI	2007 KSQI	
1		92	93	-1.0
2	/	92	-	-
3		91	93	-2.0
4		91	92	-1.0
5		91	91	0.0
6		91	-	-
7		90	92	-2.0
8		90	90	0.0
9	TV	90	90	0.0
10		90	-	-
11		89	90	-1.0
12		89	90	-1.0
13		89	-	-

		2008 KSQI	2007 KSQI	
14		89	89	0.0
15		89	88	1.0
16		88	91	-3.0
17	가	88	91	-3.0
18		88	90	-2.0
19		88	-	-
20		88	-	-
21		85	90	-5.0
22		85	-	-
23		85	89	-4.0
24		83	91	-8.0
25		83	88	-5.0
KSQI		89	90	-1.0

2 . 2008 KSQI ()

4.

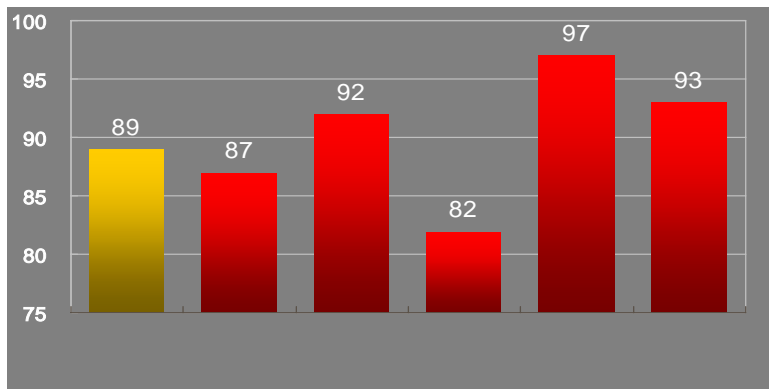
[Redacted]

가

가

가 가

< KSQI - > (:)

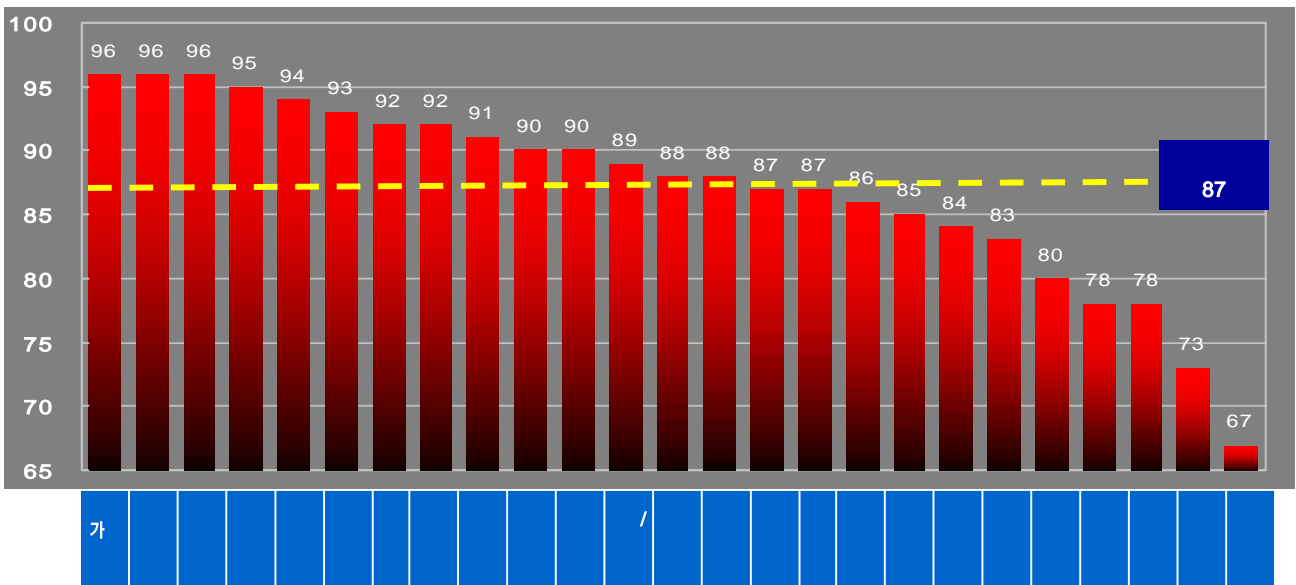


[Redacted]

10

가 가

< KSQI >



가

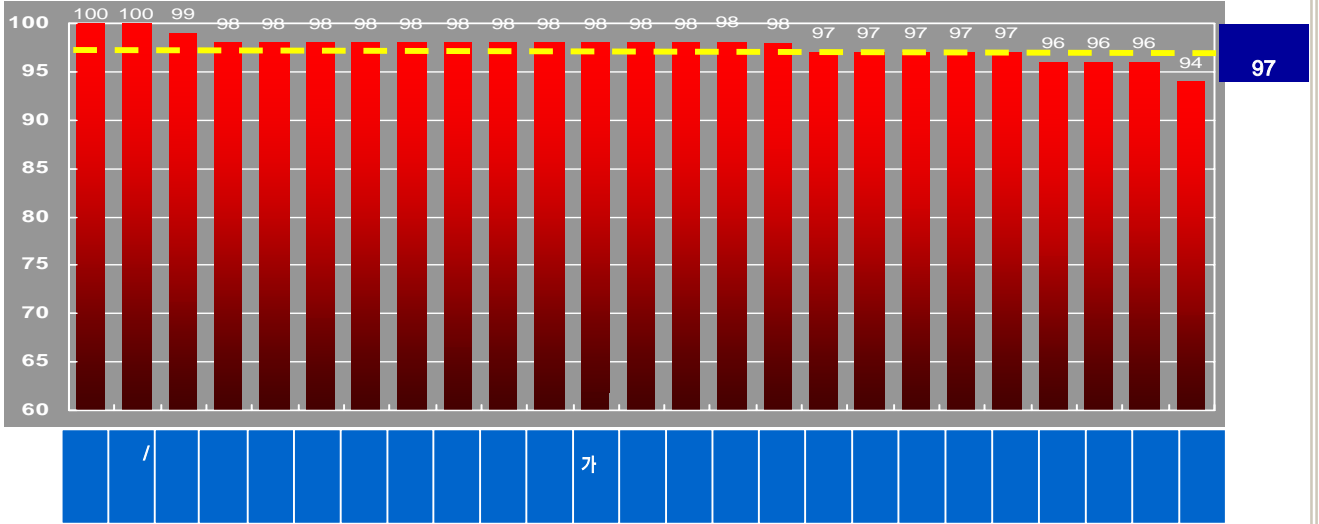
/

2 . 2008 KSQI ()



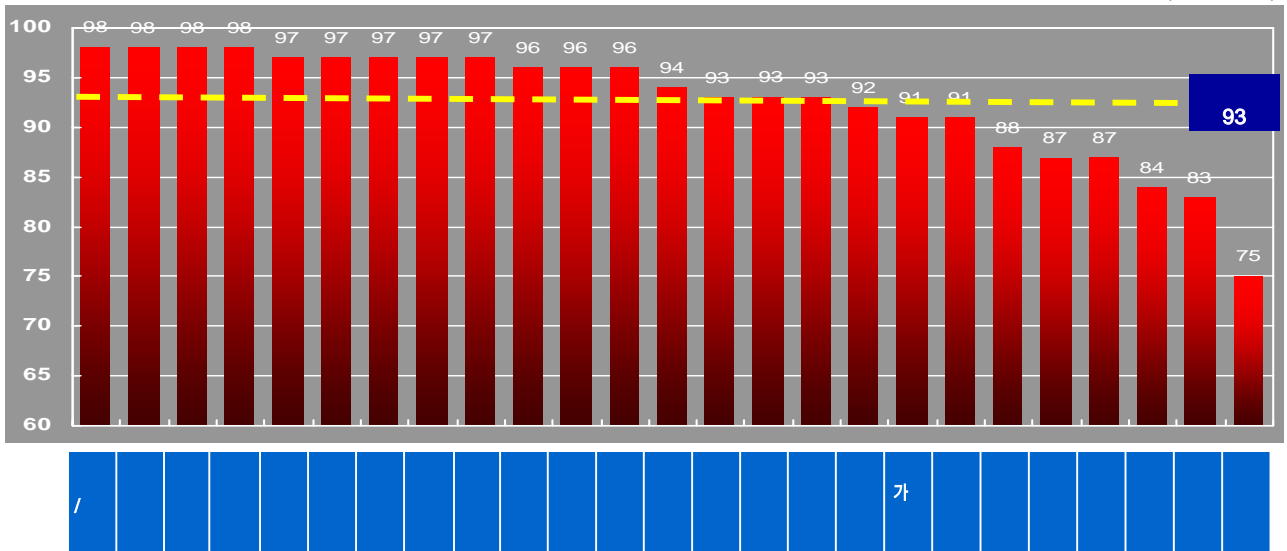
KSQI 95 ,
KSQI 가

< KSQI > (:)



KSQI / , , , 가
가 가 가

< KSQI > (:)



3 .

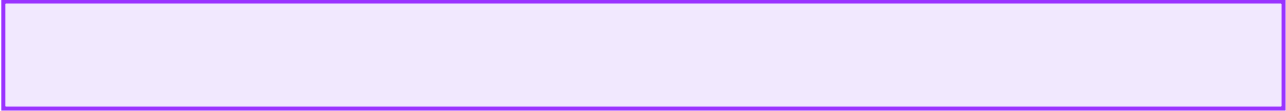
...

- 가
- Profit Center
- (MOT)
- VOC
- CRM
- 가

...

- 가
- QA
- 가
- 가
- 가

2 . 2008 KSQI ()



- 가 가 . ,
- , ,
- 가 .
- , ,
- 가 . ,