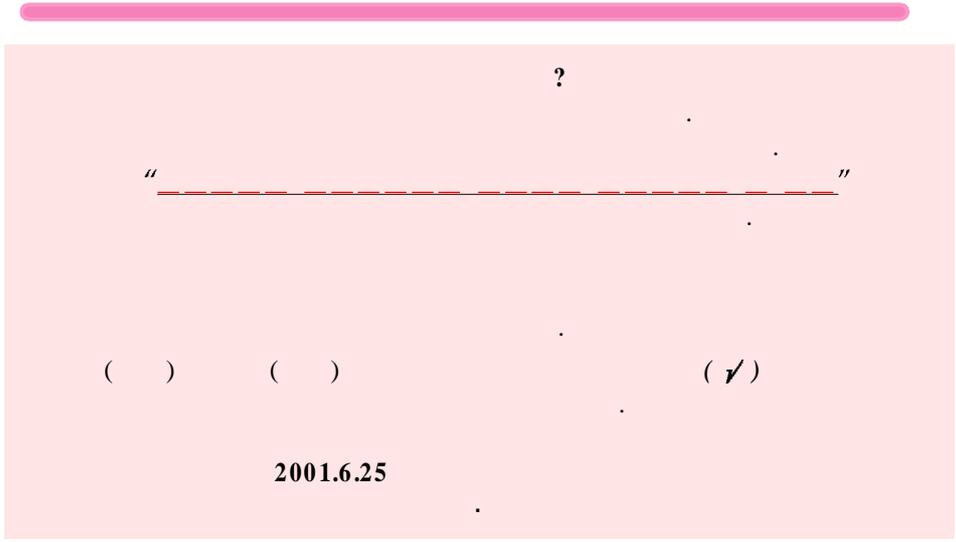


< 1> CRM

(CRM)



(CRM) 가 , () , 가 , 가 , 가 , 가

가 가 (02-368-4233/ 4183 /)

5 ✓

< -3>

1. CRM () .	
2. .	
3. CRM TFT .	
4. CRM .	
5. CRM .	
6. CRM (,) 가 .	
7. CRM 가 .	
8. CRM .	
9. CRM / / / .	
10. CRM .	

< -4> (II)

1. CRM .	
2. (II) , 가 .	
3. / / /AS .	
4. () (가) () .	

·
 (가) ()

< -1>

1.	
2. ()	
3. ()	

4.	
5.	
6.	
7.	
8. e-	

< -2 >

1. (, .)	
2. (, ,)	
3.	
4. ()	

5. (,)	
----------	--

< -3 >

1. (loyalty)	
2. ()	
3.	
4.	
5. 가 .	
6.	
7.	

< -4 >

1. ()	
2. (가) 가 ()	
3. 가 (cross-selling) 가 ()	
4.	
5.	

.

1. :
2. :
3. (II) .
4. e-mail : < >