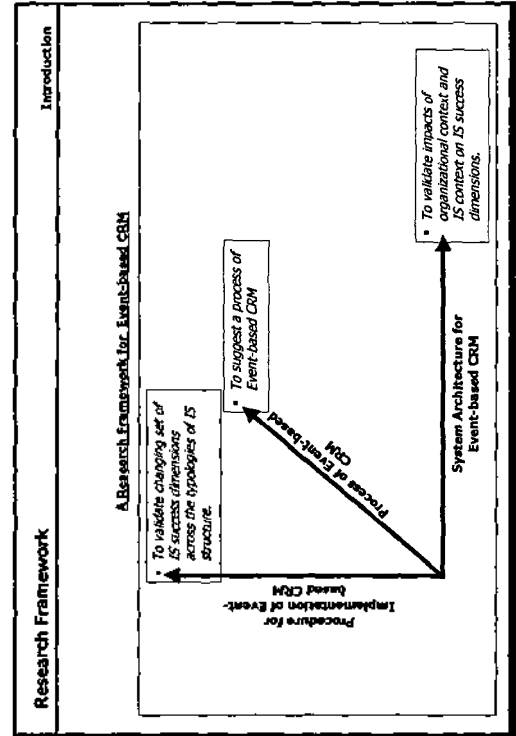
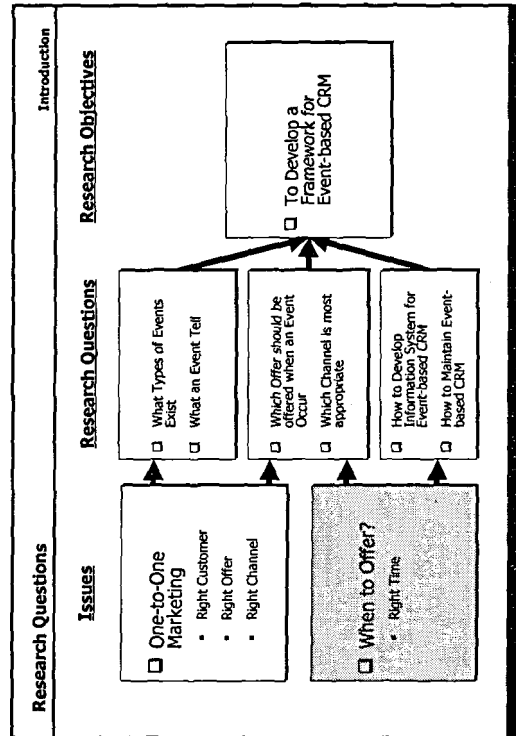


A Framework for

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- Agenda**
- Introduction
 - Theoretical Background
 - Customer Relationship Management
 - Event-based Approach for CRM
 - A Framework for Event-based CRM
 - The Process of Event-based CRM
 - System Architecture for Event-based CRM
 - Implementing Event-based CRM
 - An Illustrative Case
 - Case Description
 - Result of Pilot Test
 - Conclusion



Customer Relationship Management Theoretical Background

CRM (Customer Relationship Management) is a customer-focused business strategy designed to optimized profitability, revenue and customer satisfaction [Gartner Group]

□ General Features

- Pursuing one-to-one marketing
- The right offer to the right customer through the right channel
- Customer segmentation based on needs or value of customer

□ CRM Framework [NCR, 2001]

Front Office	Customer Contact Channels	Customer Contact Channels	CRM Strategic Planning	Evaluation
Marketing Office	Customer Contact Channels	Customer Contact Channels	CRM Strategic Planning	Marketing Execution
Service Automation	Customer Contact Channels	Customer Contact Channels	CRM Strategic Planning	CRM Strategic Planning
Marketing Automation	Customer Contact Channels	Customer Contact Channels	CRM Strategic Planning	CRM Strategic Planning
OLAP, Query, Reporting	Customer Contact Channels	Customer Contact Channels	CRM Strategic Planning	CRM Strategic Planning
Revenue per Customer Analysis	Customer Contact Channels	Customer Contact Channels	CRM Strategic Planning	CRM Strategic Planning
Customer-centric Data Warehouse	Customer Contact Channels	Customer Contact Channels	CRM Strategic Planning	CRM Strategic Planning
Transaction System	Customer Contact Channels	Customer Contact Channels	CRM Strategic Planning	CRM Strategic Planning

Event-driven Marketing Theoretical Background

EDM (Event-Driven Marketing) is a process designed to enhance the dialogue and relationship a company has with each of its customer [Two good 2002]

□ General Features

- Variety of events in customer's life
- The company's relationship with the customer
- The customer's transactions and interactions
- Market in general
- Opportunity or challenge
- Customer-initiated behavior

□ Types of Events

- **Trends Data Categories [Two good 2002]**
 - Simple Events
 - Real-Time Events
 - Sophisticated Events
- **IBM Categories [IBM 2002]**
 - Life-stage Events
 - Profile Events
 - Behavioral Pattern Events
 - Customer Contact Events
- **Basic Data-based**
- **Behavioral Data-based**

Flow of Event-based CRM Framework for Event-based CRM

The ultimate goal of EDM is to detect customer event through automated detecting tool and act on them by offering marketing efforts timely for business objectives [Cheon 2001]

Conceptual Flow of Event-based CRM

IT Architecture of Event-based CRM Framework for Event-based CRM

The ultimate goal of EDM is to detect customer event through automated detecting tool and act on them by offering marketing efforts timely for business objectives [Cheon 2001]

IT Architecture of Event-based CRM

- Customer Transactions
- Transferring Transaction Data to Transaction Server for Processing
- Loading Transaction Data to DB
- Daily-Batch-Backup to EDW
- Collecting Events from Customer's Transaction Data
- Knowledge Discovery through Data Mining (Customer Segmentation, Segmentation)
- Selecting the best customer according to sales or marketing strategy
- Transferring Customer List and Information to Channels for communications
- Offer the appropriate and timely product/service
- Gathering the Customer's Response through the Channels

