



TEL: 02) 3786-0613
02) 3786-0617
FAX: 02) 3786-0333

* KMAC

2006

(KSQI)

: CS

(Tel . 02-3786-0617)

(Tel . 02-3786-0613)

1 : KSQI

1. KSQI(Korean Service Quality Index)

- , 가 가
- , 가
- 가
- , 가 가 ()
- (KSQI) 3 가
- ,



1. KSQI

- (1) KSQI ?
- (2)
- (3) KSQI
- (4) KSQI
- (5)

2. 2006 (KSQI)

- (1) (KSQI)
- (2) KSQI 1
- (3) KSQI

1. KSQI

(1) KSQI (Korean Service Quality Index) ?

KSQI (Korean Service Quality Index) , 가
 가
 [KSQI(Korean Service Quality Index)] .
 KSQI

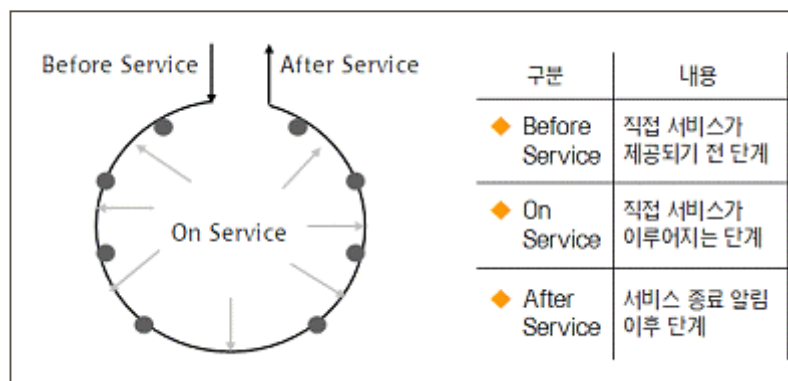
(2)

KSQI (Korean Service Quality Index)
 가 가
 Before Service, On Service, After Service
 가
 = 1-
 90% = 10% = 2.782 sigma

(3) KSQI

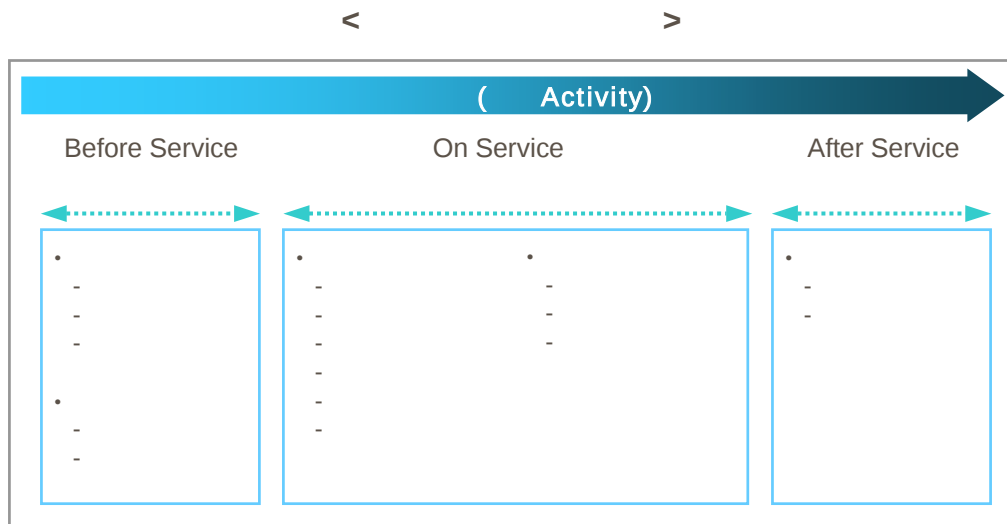
KSQI Before Service, On Service, After Service ,
 Before Service 가 , On Service 가 ,
 After Service 가

< >



1. KSQI ()

() , Before Service, On Service, After Service



(4) KSQI

CTQ(Critical to Quality) , Defect가 KSQI
 CTQ 가 ,
 KSQI CTQ 가

<KSQI >

$$KSQI = \left[1 - \left(\frac{D_1 + D_2 + D_3}{\sum CTQ} \right) \right] \times 100$$

- (KSQI): CTQ ,
 1- 가

- CTQ(Critical to Quality): 가

가
 2006 , Quarter 1 , 3 16
 가 960 , 960 가
 KSQI

2. 2006

(KSQI)

(1) (KSQI)

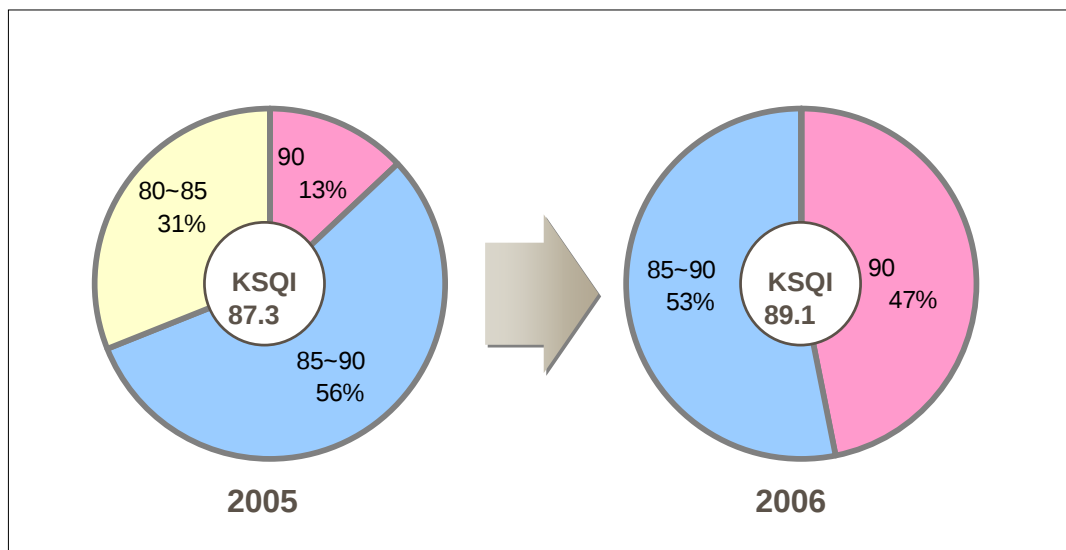
■ 2006

(KSQI)

2005 87.3 2006 89.1 1.8

90
2005 2 , 2005 5 85 ,
2006 85

< () >



85.2 2005 82.5

KSQI

2. 2006

(KSQI)

()



2005
가
2005
가
가 90 8

< KSQI >

	2006	2005	
	94.1	93.7	0.4%
가	91.6	86.4	5.9%
	91.4	87.9	4.0%
	91.1	91.4	-0.3%
	90.9	89.1	2.0%
	90.8	-	-
	90.0	89.6	0.5%
	90.0	88.9	1.2%
	89.1	87.8	1.5%
	88.7	89.9	-1.3%
	88.6	83.6	6.0%
	87.9	87.8	0.2%
	87.8	84.6	3.8%
	87.8	84.5	3.9%
	86.9	82.5	5.3%
	85.6	83.0	3.1%
	85.2	86.2	-1.1%
	89.1	87.9	1.5%

2. 2006

(KSQI)

()

, , ,

1 Gap , , , ,

1 Gap , , , ,

가

, 1 Gap , 가
90.8 (89.1)

< KSQI 1 Gap >

	KSQI ()	1 KSQI	1 Gap
	94.1	95.1	1.0
가	91.6	94.8	3.2
	91.4	93.3	1.9
	91.1	93.2	2.1
	90.9	91.8	0.9
	90.8	93.9	3.1
	90.0	94.3	4.3
	90.0	92.5	2.5
	89.1	94.3	5.2
	88.7	91.7	3.0
	88.6	90.6	2.0
	87.9	88.9	1.0
	87.8	90.3	2.5
	87.8	94.7	6.9
	86.9	95.5	8.6
	85.6	91.8	6.2
	85.2	92.5	7.3
	89.1	95.5	6.4

2. 2006

(KSQI)

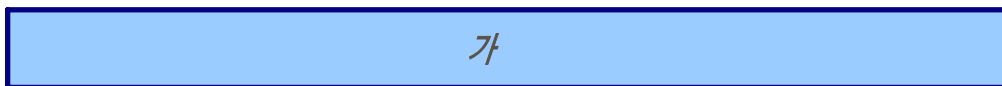
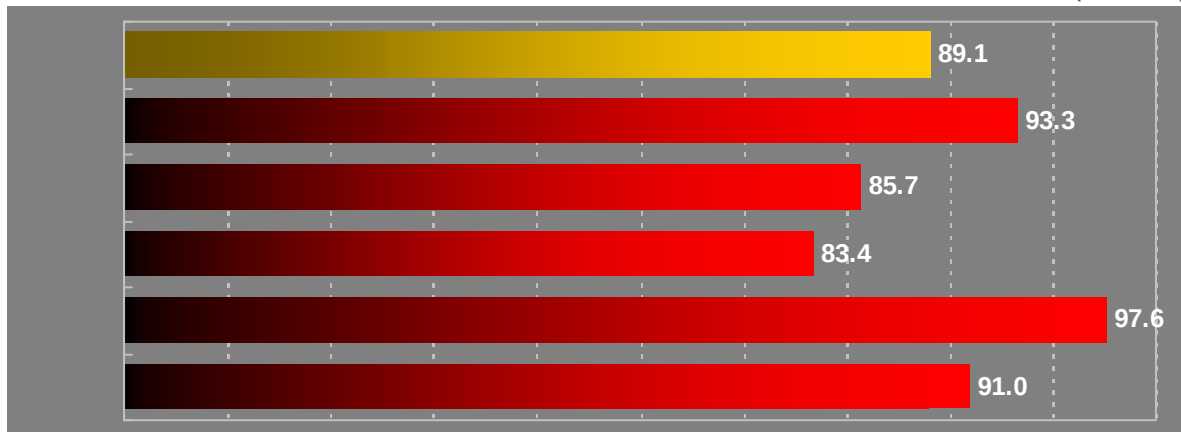
()



가 97.6 가
가

< KSQI - >

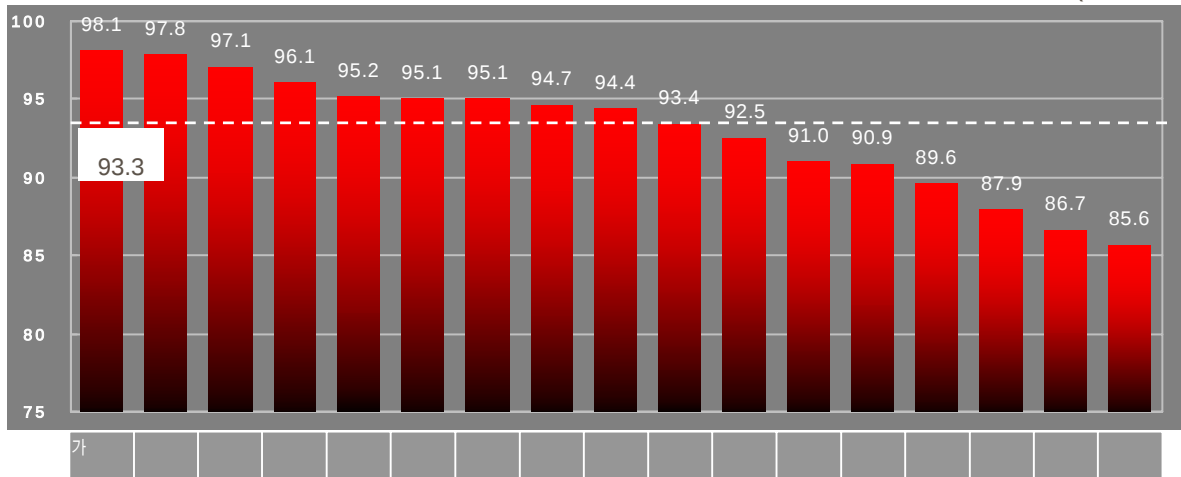
(:)



가 KSQI 17 13 90
가 , , 97 , ,

< KSQI - >

(:)



2. 2006

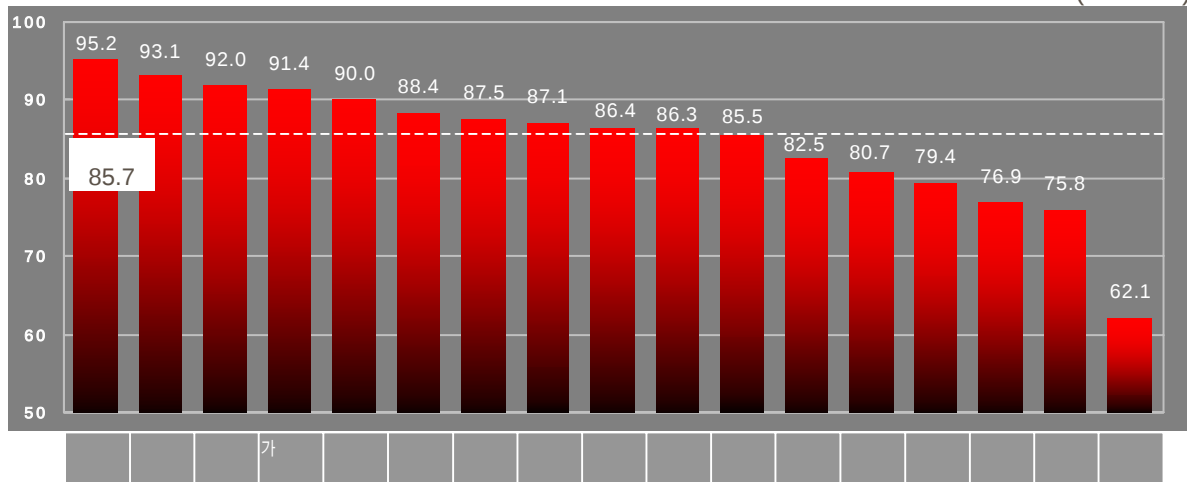
(KSQI)

()



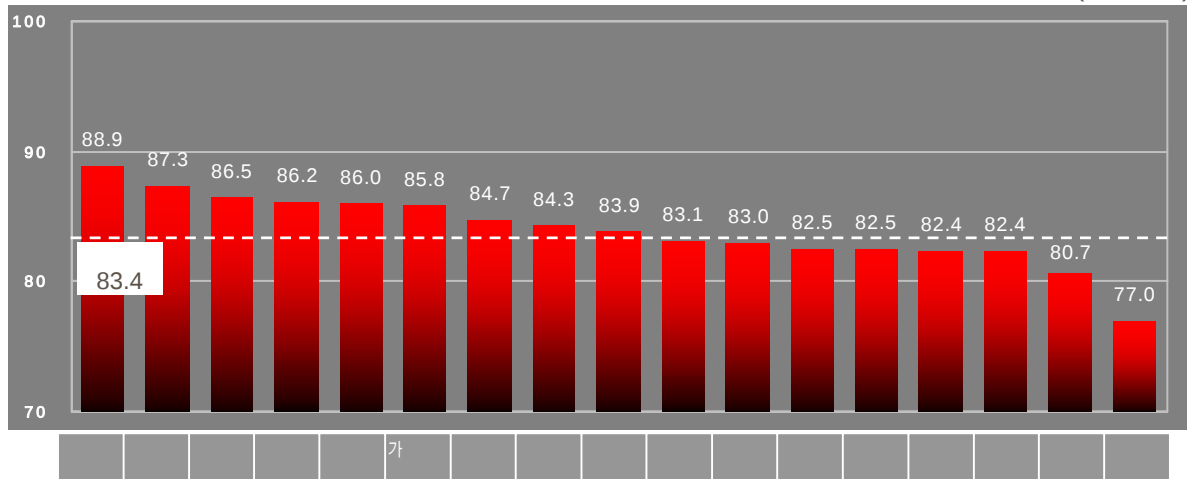
KSQI 95.2 가 , 가 62.1

< KSQI - > (:)



KSQI

< KSQI - > (:)



2. 2006

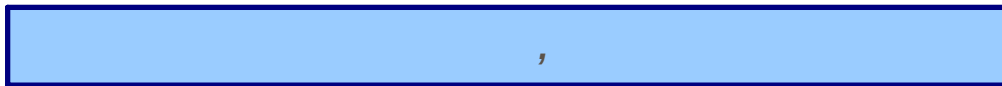
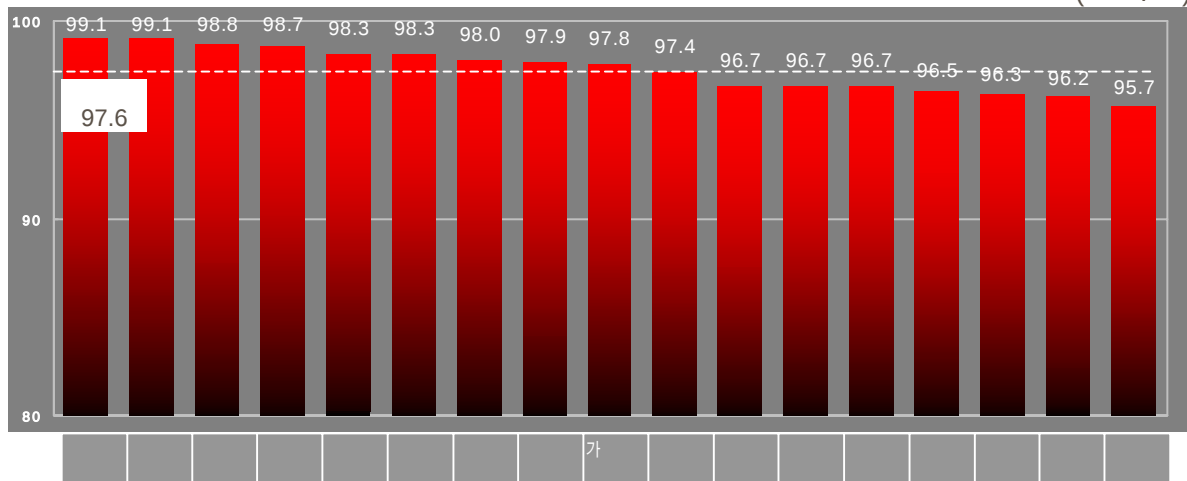
(KSQI)

()



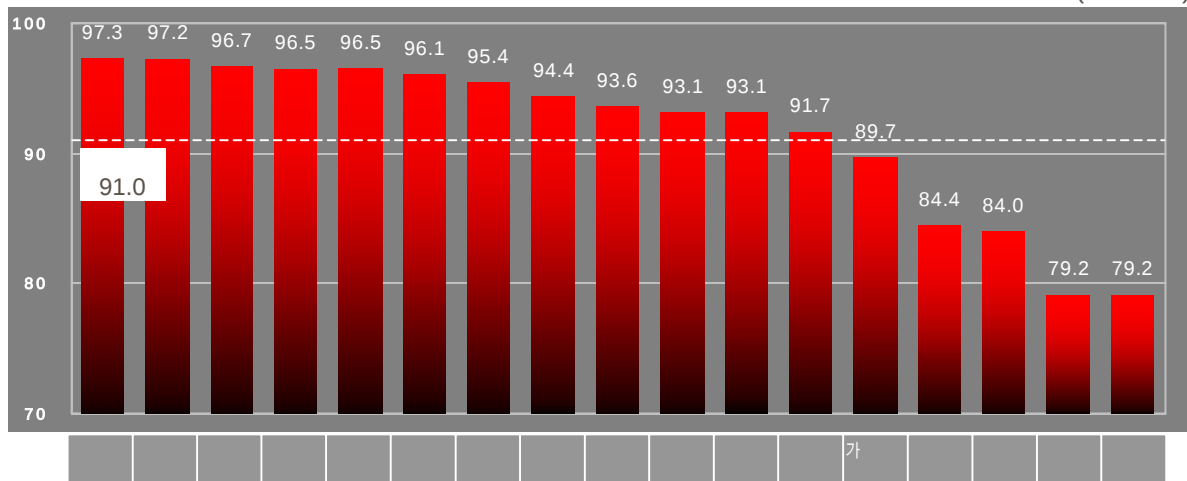
KSQI 17 95 , ,
99.1 가 , ,
, , .

< KSQI - > (:)



KSQI 17 12 90 , ,
97 , ,
. , , 70 .

< KSQI - > (:)



2. 2006

(KSQI)

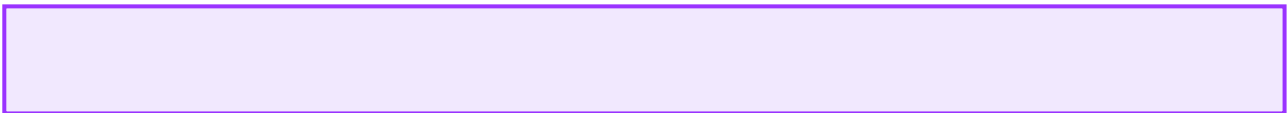
()

■ 2006 KSQI



➤ 2005 가 86.7 83.4 . 가

➤ 가 62.7 85.7 가



➤ 8 1 가 , 2 1 2 가

➤ 가 97.6 가 , , .

➤ 87.3 89.1 QA 가 가



➤ , 86.9 89.1 82.5 86.9 KSQI 90 7 , 10 , 가 1

➤

KSQI

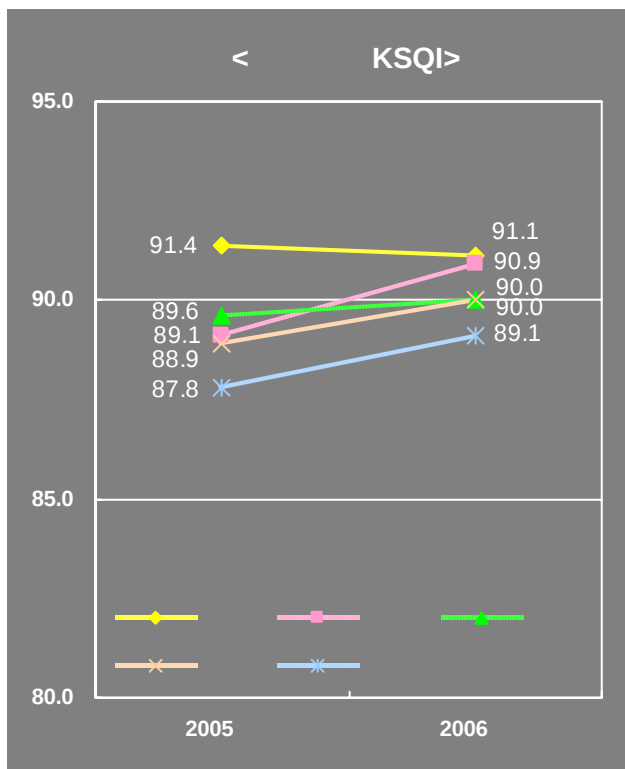
2. 2006

(KSQI)

()

(3)

KSQI



1.8 , 1.1

가 13

가

KSQI가

KSQI

가

가

가

가 가

가

가

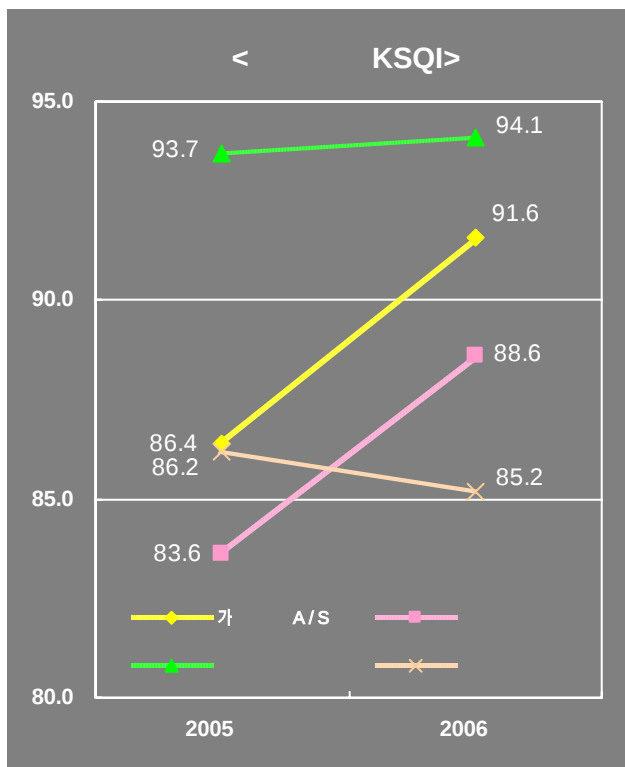
2. 2006

(KSQI)

()

(3)

KSQI



, 가 ,
 ,
 KSQI가 2005 가 0.4
 , 가
 가 92
 ,
 가 5
 ,
 90 2 ,
 1.0
 ,
 가 가
 가 23.6

, 가

,

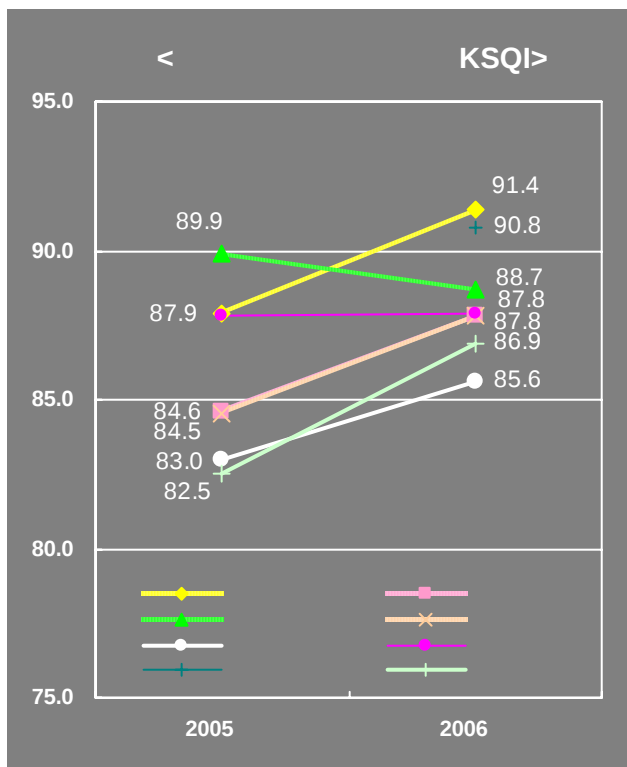
2. 2006

(KSQI)

()

(3)

KSQI



(89.1)

2005

KSQI가 3.5

가

3.3

3.2

2005

가

2005

가

KSQI가 2.6

7

6

가

가

가 90.8

가 86.9

, 90

7