

고객DB품질평가 및 품질 원인에 관한 연구  
- 고객포인트관리DB에 대한 실증적 평가 -

A Study on Quality Evaluation of Customer Points Databases

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- Abstract -

It is essential to build a high quality database in developing a customer points management system to enhance the administrative effectiveness and customer services. This study aims to evaluate and improve the quality a customer points database. The database is managed to support the membership programs that post the points of every customer's account and provides a lot of incentives to elite members. The five criteria(accuracy, consistency, completeness, easy of use, customer support and promptness) are used to measure their quality. The purpose of this paper is to measure quality of customer points databases, to analyse the results and to provide possible suggestions for their improvements.