

The logo for KT Corporation is centered within a large, irregular blue ink splatter. The splatter has a textured, painterly appearance with various shades of blue and white, creating a dynamic and artistic background. The text is white and stands out clearly against the dark blue center of the splatter.

KT CORPORATION

OFFERING NEW INSIGHTS IN CUSTOMER
EXPERIENCE



KT CORP:

PROTAGONISTS

- **Hwang Chang-Gyu – CEO**

- Priority: Develop, implement customer experience strategy to differentiate, establish KT market leadership.
- Kim Cheol-Su – VP
- Hyun Ho-Seop – CVMD Dept. Director
- Cheol-Su – CVMD Dept. Manager
- Rainbow Chasers, Tenured Employees
- Competitors- SK, LGU+
- South Korea Regulatory Authority
- Consumers



KT CORPORATION: SUMMARY

- Powerful, comprehensive service provider
- Mobile Device Distribution Improvement Act
- Technology, no competitive advantage
- Market share, profitability



SUMMARY:

KT CORPORATION:

- Customer Value, Competitive Differentiator
- Mapped Interactions
- Identified Customer CTQs
- Clustered Customer Experiences
- Measured Satisfaction
- Experience-Based, Service Quality Innovation
- Rainbow Chasers Define CTQ



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KT CORP: SWOT ANALYSIS

- **Strengths:**
 - Largest Full-Service Provider
 - Market Leader – iPhone/iPad
 - GiGA Network
 - ICT Leader, Business Industry Convergence
 - Broadband Internet Dominance
 - 90% Fixed Line Customers
 - Customer Centric
 - Rainbow Chasers Fresh Eyes Perspective



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KT CORP: SWOT ANALYSIS

- **Weaknesses:**

- Financial Performance
- KT Innovation Basis – Internal Indexes
- Superficial Customer Research
- Roaming
- 1600 Step Action Plan
- Rainbow Chaser Work Culture
- Tenured Employees



KT CORP: SWOT ANALYSIS

• Opportunities

- Customer Experience
- SK Telecom customer performance
- Market Customer Research
- Expansion – Taiwan, Japan, Bangladesh, Brunei, Mongolia, Southern Africa



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KT CORP: SWOT ANALYSIS

- THREATS

- Competitive Telecom Market, Pure Competition
- Mobile Device Distribution Improvement Act
- Regulatory Market Changes
- LG U+ pre/post product and service verification unit
- Competitors' customer satisfaction focus



KT CORPORATION: KEY ISSUES

- Pure competitive market
- Increased illegal, indirect subsidies
- Market share erosion, revenues, poor margins, ROI
- Identify unmet customers' needs
- Define Effective Strategy
- Motivate Incumbent Employees





KT CORPORATION: POSITION STATEMENT

- Customer experience replaces technological innovation as market growth driver.
- KT Corporation delivers exceptional experiences customers and gains new perspectives to fulfill existing and potential customers' unmet needs.
- **KT** will create unparalleled value to sustain our company's profitability and **transform** South Korea's information, communication and technology market.

KT CORPORATION: ACTION PLAN

- Benchmark Competitors'
- Benchmark KT quality/service performance levels
- Develop KT customer experience strategy
- Prioritize, Prioritize, Prioritize
 - Critical CTQ Improvements unmet by all telecom providers
 - Improvement Tasks -high customer levels of expectation/high competitive impact
 - Differentiation Tasks – High customer expectation level, low competition



KT CORPORATION: ACTION PLAN

- Identify Internal Customer Support Requirements
- Manage Tenured Employees
- Manage Rainbow Chasers
- Project Cost/Benefit Analysis, ROI
- Funding
- Project Goals, Stages, Deliverables, Timeline
- Name it!
- Marcom



KT CORPORATION: ACTION PLAN

- Brief Key Executives
- Internal Marketing, Communication
- Project Teams. Rainbow Chasers + Tenured Employees co-Lead
- CEO Launch
- Customer Advisory Board
- Evaluate, Prioritize Recommendations
- Identify New CTQs No Provider Delivers

by Korean mobile carriers		
SK Telecom	KT	
2 trillion won (2011)*	1.67 trillion won (2010-2014)	1.25 t (2011.
July 2011	Q1 2012	July 2
Completed building base stations for the LTE service	Will select equipment supplier in May, start trial service in Q4	Comp base the LT
*SK Telecom's figure is for all wireless communications network, inc		
Source: r		

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KT CORPORATION: CONTINGENCY PLAN

- SK Telecom + LG U+ Response
- On-Going CVMD Investment