Always Together, Innovation World

Value Creation

Creativity for Innovation  I  Excellence for Innovation  I  Synergy for Innovation
Always Together, Innovation World

“We contribute to helping clients to grow as admired companies in the industrial society.”

This is the management philosophy and the essence of the business KMAC is pursuing.

KMAC is committed to providing diagnostic assessment-based high-quality solutions so that our clients can stand tall as leading admired companies in their respective industries. Armed with innovation, excellence and synergy as the core corporate spirits, the entire KMAC employees are fulfilling our role of a compass in the industry with mindsets and actions that set them apart through pioneering spirit, market leadership and the delivery of total solutions.
Trusted Partner for Admired Companies of the 21st Century
Mecca of Knowledge Industry that Creates Strong Customer Value

“To be most quintessentially Korea is to be most appealing to the world.”
KMAC is a diagnostic assessment-based management consulting specialist established in 1989 purely through a private initiative.

A leading Korean management consulting company that has been growing along with the rapid growth of national economy, KMAC has been committed to building stronger competitiveness and innovative management of Korean companies that are facing infinite challenges in global markets.

In order to win the global competition proudly, Korean companies are called to continuously strengthen advantages that are exclusive only to Korean companies.
KMAC has been answering this call by providing the best know-how so that Korean companies can compete with global standards of management skills through continuous R&D and global infrastructure and networks.

KMAC’s knowledge and know-how, accumulated over 30 years, will provide a strong foundation for creating customer growth and happiness.

Supported by our world-class know-how and services, KMAC is committed to becoming the most reliable partner for you to grow your business in the 21st century and promises to spare no effort in developing new strategies and providing high-quality services for your companies.
In particular, we will provide our clients with the best value through KMAC’s innovation, excellence, and synergy. You can rest assured KMAC will be there for you as a trusted partner so that all companies in Korea will grow as admired companies through continuous growth and improved competitiveness.

CEO of KMAC  Han Soo Hee
Korea’s economic development and the growth of Korean companies were possible because they were supported by exceptional creativity and innovative skills.

Since its establishment in 1989, KMAC has been fully committed to playing our role as the knowledge provider while fulfilling our mission of contributing to the development of Korean industry and building competitiveness of Korean companies. All KMAC members will continue to faithfully play our role for the sustainable growth of our clients as their trusted partner that has been leading industrial society, while acknowledging our social responsibility of helping our clients to grow into admired companies through continuous creation of new values instead of resting on today’s laurel.
We partner with ‘Admired Companies’ to ensure a better future for them
Light Up the Innovation with KMAC by Your Side

It takes more than the world’s highest-level know-how and knowledge services to become an admired company. A leader in management innovation in Korea, KMAC is a knowledge provider that provides the best management services while contributing to the realization of admired companies by creating values for our clients as their trusted partner.
Mission & Vision

Our mission is to contribute to building admired companies by leading the industrial society with knowledge. As the mecca of the knowledge industry that creates new values for our clients, KMAC is committed to fulfilling our social responsibility and contributing knowledge, all based on the essence of our business through the creation and dissemination of knowledge.

Mission
We contribute to the realization of admired companies by leading industrial society with knowledge.

Vision
A mecca of knowledge industry that creates values for customers.

Customer Trust
A company that earns the trust of clients through a continuous creation of values
Maintain long-lasting relationship with clients as their trusted partner
A complete commitment to keeping our promises to clients

Creation of Customer Values
Customer Oriented Mind & Business
Knowledge products that meet the demands of diverse customer needs
Creation of new values that move beyond conventional frame of knowledge products

Top Talents
Professions who incessantly research and take actions
Knowledge provider who offers management services demanded by the market and companies
Capable top talents who are devoted to self-growth and building competitiveness

Slogan
Always Together, Innovation World
We have always been together with our clients since 1989

The 30 years of time that we’ve been standing by our clients as their trusted partner is more than just a passage of time. It was a time of KMAC’s commitment wishing for all Korean companies to grow as admired companies with the agendas of change and innovation. You can rest assured that KMAC will continue to be the most trusted partner for your business.
KMAC is a privately-funded and initiated business consulting company that has been spearheading management innovation for companies in Korea through such initiatives as the development of the world’s first KSCI survey model, introduction of new methods such as Six Sigma, and the release of report and the list of the most respected companies in Korea.

- Carried out the first manufacturing competitiveness survey and certification of outstanding factories
- Released the report, The First Korea’s Most Admired Companies (KMAC)
- Developed a government-affiliated organizations’ customer satisfaction survey model (PSCI) and carried out the survey.
- Opened the Wharton School CEO course
- Released the result of the First Korea-Great Work Place Index (K-GWPI) survey
- Released the report, The First Korea’s Most Admired Companies (KMAC)
- Developed a government-affiliated organizations’ customer satisfaction survey model (PSCI) and carried out the survey.
- Launched the Korea’s Management Awards
- Announced the result of the First New Proud Luxury and New Product Survey
- Designated as the institute responsible for surveying customer satisfaction level in public companies and quasi-public institutes
- Received the Presidential Award for its outstanding contribution to governmental innovation
- Designated as the institute responsible for empowering the public sector in Bangladesh
- Declared 2015 New Vision in commemoration of the 20th anniversary of KMAC
- Received the On-Site outsourcing contract for the National Health Insurance Corporation’s Call Center
- Selected as open educational institution for the national project, ‘Core Job Program and Short-term Job Performance Improvement Program’
- Hosted the 2011 Global CSR Conference
- Hosted the first national Conference on the Korea’s Most Admired Companies
- Hosted Private & Public Joint Forum of Admired Companies & Public Conference
- Organizational diagnosis consulting of the Ministry of Science, ICT and Future Planning
- Signed a support agreement between KMAC Dubit Sharing Volunteer Group and Yeongdeungpo
- Diagnosed the management of the Busan Metropolitan City
- Hosted the 30th Korea Management Awards
- Selected as an institute responsible for carrying out strategies to create jobs in such organizations as Incheon International Airport Corp.
- Designed as the institute responsible for the integrity survey of public institutions by the Anti-Corruption and Civil Rights Commission
- Selected as the leading institute responsible for the customer satisfaction survey (PCS) in public organizations for 15 years in a row
- Hosted the 20th Customer-centered Management Innovation Conference
- Hosted Private & Public Joint Forum of Admired Companies & Public Conference
- Organizational diagnosis consulting of the Ministry of Science, ICT and Future Planning
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Our project is to generate bold and unique solution

Aiming to contribute to the realization of companies respected and take the lead in industry, KMAC is providing differentiated diagnostic assessment-based knowledge solutions. Particularly, this is our stand-out business model and the essence of KMAC business that even global competitors with long history cannot compete with us. Thus, KMAC provide the road map of corporate competitiveness through differentiated diagnostic assessments that evaluate corporate competitiveness, as well as total solutions including consulting, researching, training, and media, all as a part of our efforts to fulfill our role as the knowledge provider.
Total Solution

KMAC evaluates corporate competitiveness with diagnostic assessments before presenting a road map that match each level, in addition to providing global-standard total solutions to meet the customer needs, all based on our accumulated experience and knowledge. KMAC’s business is a differentiated total knowledge solution that is founded upon innovative research and development, global infrastructure and network.

Diagnosis & Evaluation
The entire diagnosis system at KMAC is aimed at evaluating result quality from the perspective of interested parties while at the same time diagnosting the optimized management system and process in order to identify respective issues and providing comprehensive solution.

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Providing Total Solutions for Total Customer Satisfaction & Admired Companies
Consulting

KMAC management consulting provides various management services for strengthening corporate capacity and overseas competitiveness.

Management Strategy Part
- Diagnose management, establish mid-to-long-term strategies
- Diagnose and establish growth strategies
- Project feasibility analysis
- Business strategy/planning strategy
- Overseas market exploration strategies
- Business assessment
- University development plan
- Plans for the establishment and management of subsidiaries
- Social value strategy

HR and Organization Part
- Task management, such as job analysis, evaluation, design, etc.
- A Study on the optimal HR estimation and HR operation plan
- Organizational diagnosis, corporate culture, and organizational revitalization
- Organizational design and operation including creation and integration of new organizations
- Establish HR Strategy and personnel system
- Personal and departmental performance assessment and performance management
- Reform the wage system, such as job pay, performance-based salary system, etc.
- Establish labor-management strategies, labor-management relationship management and personnel policy

Public Sector Innovation Part
- Policy development research and plan for policy support projects
- Innovation strategies for social value innovation such as job creation and ethics management
- Countermeasures for government management evaluation
- Mid-to-long-term strategy for public organizations, organizational and personnel innovation, innovation of municipalities and local public institutions
- Establish mid-to-long-term regional development strategies

Call Center & Channel Part
- Call center service quality improvement (KSQI)
- Calculate the optimal number of call center staffers, operational efficiency improvement
- Establish value (profit) center strategies
- Establish and improve call center STT/TA
- Call center establishment/integration/system advancement design (SP)
- Call center quality management system establishment (C-QMS)
- Smart value center diagnosis
- Future-oriented call center implementation strategies (Redefining the role of technology/management/counseling staff)
- VOC 3.0
- Establish an omni-channel operating system / Optimize multi-channel customer experience

Energy & Environment Part
- Advise on the government’s energy policy design
- Establish energy-related new business models
- Establish new renewable energy master plan and investment feasibility
- Feasibility of the establishment of energy-related institutions and cooperatives
- Plan and consult on the preliminary feasibility of energy-related R&D
- Advise on the climate change-related government policy development
- Establish integrated environment management system
- Integrated environment management plan and consult on the post-management
- Consult on the operation and support of emission trading system (suitability evaluation, allocation)
- Carbon management strategies (emission rights management, trade, operation)
- Emission rights trading brokerage, green bond assessment
- Establish safety management system, international organization collaboration projects
- KSP and ODA projects of developing countries

Small-to-Medium Business and Relating Agency Supporting Project Development Part
- Comprehensive management diagnosis and the development and operation of consulting projects
- Strengthen export competitiveness (overseas market exploration, support global marketing)
- Support the technology competitiveness improvement (training and consulting on R&D, technology commercialization, and technology marketing)
- Develop startup promotion policies and projects and supporting projects
- Establish the foundation for stronger competitiveness by industry (Standardization, guidelines, diagnostic indicators, industrial personnel production, etc.)

CS Management Part
- Realization of comprehensive customer satisfaction management
- Customer satisfaction management system
- Customer experience management / service differentiation
- Establish social big data-based customer strategies
- Build CS infrastructure (evaluation system/education system/education curriculum development)
- CS management practice and improvement (process improvement, CS quality management)

Sales, Marketing and Brand Part
- Sales consulting (sales diagnosis/sales strategy/sales activity management/sales performance management)
- Sales performance management improvement (KSSI)
- Establishing marketing strategies (mid-to-long-term/new product & new business strategy, business boosting strategies/cost reduction and pricing strategies/execution strategies)
- Brand development and strategy establishment (identity establishment/architecture establishment internalization strategy/brand strengthening and management strategies)
- Evaluation of brand financial assets value
- K-BPI Indicator improvement

Production and Quality Innovation Part
- Quality innovation (QC, QI, QA) / QMS
- Zero Defect (overseas specialists consulting)
- SPC establishment / Process quality stabilization
- Quality management (ISO, TS)
- 3FSS, VM (Visual Management), waste elimination activity
- TPM, C-TPM, TPS, LEAN
- Cost innovation / TP / Hidden Cost zeroing
- Plant layout design, establishment of logistics improvement conservation management (inspection maintenance, facility management, RCM)
- Productivity indicator system establishment
- Process technology / Standardization of production technology, quality standardization
- Six Sigma
- Skills technology and know-how transfer comprehensive productivity indicator system

Small Factory & Manufacturing System Part
- Strategies to promote the fourth industrial revolution
- Field-centered smart factory diagnosis
- Smart Machine (equipment management system, equipment data, Visualization)
- Smart Operation
- (MES, ERP, PDM)
- Smart Quality
- (SPC, QMS, Lot Tracking)
- Smart Energy (EMS)
- Smart Logistics (Simulation)
- PLM/ALM

Process Innovation Part
- Process Innovation
- Standardize business process
- Business process redesign (BPR)
- Information service strategy plan (ISP/SMP), PMO
- Perform POCs to introduce new IT technologies
- Advance process design for the adoption of smart factories

Technology Management Part
- Establishment of technology strategy and management system
- Technical road map (TRM)
- R&D performance management
- Diagnose R&D processes and development capabilities
- R&D standardization
- Development quality and design quality (QFD, reliability)
KMAC research initiative provides the solution that companies need by carrying out research in diverse areas and semi-consulting. In particular, KMAC provides comprehensive solutions by linking with the consulting for each function by leveraging our extensive consulting and investigation experience and large scale project management capability.

- Interdepartmental Satisfaction Survey
- Employee Satisfaction Survey
- Customer Orientation Survey
- Partner Satisfaction Survey
- Relational Quality Survey
- Internal Communication Index
- Internal and External Interviews
- FGD/FGI
- Workshops

- New Product Development Survey
  - Product Concept Test
  - Design Concept Test
  - Product Name Development and Evaluation Survey
  - Price Feasibility Survey
  - Product Competitiveness Survey
- Advertising Evaluation Survey
  - Advertising Draft Assessment Survey
  - Advertising Effectiveness Survey
  - Consumer Emotion Survey
- Sales Evaluation
  - Sales Forecast Survey
  - Distribution Store Survey
- Positioning Strategy Draft Survey
- Potential Customer Needs
- U&A Survey
- Image Evaluation Survey
  - CI Development and Evaluation
  - BI Development and Evaluation
  - Corporate Image Survey
  - Brand Image Survey
  - Product Image Survey
- Brand Power Survey
- Customer Loyalty Survey
- Customer Experience Survey
- Customer Satisfaction Survey
- Customer Value Survey
- Communication Index Survey
- FGD/FGI
- Host Workshops

- Mystery Shopping
- Call Center Phone Monitoring
- Customer Contact Point Service Quality Survey
- Customer Contact Point Clinic

- Overseas Survey
- Panel Survey (online/offline)
- Big Data Analysis
Learning & Development

KMAC training initiative aims to cultivate talented human resources and to strengthen their capabilities, in addition to playing the role of presenting the industries’ latest trends and issues.

**Open Training / In-House Training**
- Basic job training for executives and employees
  - Introductory training for different job duties
- In-depth job training for executives and employees
  - Case study for the practical applications and measures to apply them in the field
- Training to foster specialists in different job areas
  - Specialized courses to foster managers and in-house experts in different job areas
- In-house job training (in-house designated training)
  - Customization of open training and in-house training with outsourced instructors

**Educational Consulting**
- Consult on the establishment of educational system
  - Establish educational system through job capacity modeling
- Curriculum development
  - Design and develop job training courses by area
- S-OJT (Structured-OJT)
  - Develop technology and know-how transfer method for systematic field training
- Field job duty training
  - Problem solving-type education and training through field visits
- Build cloud-based training system (LMS)
  - Automated production, editing and uploading of integrated training videos with artificial intelligence cloud

**In-House Awareness and Behavioral Innovation Training**
- Core value
- Dubit Narae
- Workplace building
- Q-mania
- Imagination jump
- Making reasons
- Solomon’s Wisdom
- Emotional travel
- Experience CE
- The art of self-discipline
- Smart work designer (in response to the 52 hr/wk work hour)
- Work diet

**Public Agencies / Universities Specialization**
- Solution to build competitiveness of public agencies
- Living Lab initiative training
- University consulting
  - Develop HR production system / college courses
  - Performance evaluation and quality management
  - Commissioned training
KMAC’s Global Business team develops global consulting companies’ portfolio through global training, consulting, international development cooperation projects and PCO projects.

**Global Training & Consulting**

- **Global bench-marking**
  - Training to bench-mark leading overseas companies
  - Analysis of trends among leading overseas companies and case study

- **Attend global conferences**
  - SHRM Korean delegation, CCW Korean delegation
  - Korean delegation to the UN Human Rights Forum
  - Training by attending and observing overseas conferences such as Hanover Messe, NSC, SNEC, etc.

- **Inbound Bench-marking**
  - Training for leading foreign companies/organizations to bench-mark leading domestic companies/organizations
  - Training for the domestic bench-marking for employees of Korean companies working in overseas branches

**International Development**

- Feasibility study
- Basic design survey
- Policy advisory and competitiveness strengthening projects
- PMC service (Project Management Consulting)
- Assessment of international development cooperation projects (KOICA, EDCF, KSP, etc.)

**PCO Projects**

- Plan and operate international conferences and seminars
  - Establish an event master plans
  - Detailed contents planning
  - Establish and execute promotion plans and host lectures by inviting prominent foreign scholars
  - Leading academic scholars from Stanford Univ., Boston Univ., IE Business School, UBC Sauder, The Asia University of Japan, and other foreign affiliated universities

**Media**

Media is transmitting diverse management knowledge and information to the industries while offering solutions to the admired companies by providing them with key issues and agenda concerning changes and innovation.

- Publication of CHIEF EXECUTIVE and Innovative Leaders
- Publication of books on management and economy
- Publication of strategic reports and research reports

**Conference**

Boasting the largest scale of management-themed conference in Korea, KMAC conference plays the role as the arena of sharing management innovation solutions through latest trend and issues.

- Korea’s Public Sector Conference
- Korea’s Contact & Communication Conference
- Korea’s Manufacturing Innovation Conference
- Customer-centered Management Innovation Conference
KMAC regards you as its highest priority

All KMAC members have internalized core competencies dubbed as "Triple As", namely, Achieve, Active, and Accompany. This is based on the cultural attributes as KMAC employees with commitment as consultants in endlessly seeking expertise, overcome limitations with passion, and pride in the organization. As such, KMAC management consultants always keep in mind and act on behalf of customer’s foremost values as the Knowledge Providers who foster their own competitiveness.
Three-Dimensional Organization

KMAC is Korea’s first management consulting company that operates a customer-centered three-dimensional organization. This is aimed at improving business quality through countermeasures on market needs as well as process integration and efficiency by business fields. KMAC creates new markets not only by overcoming limitations of the Function Market with function complex convergence consulting but also by specializing the industry sectors.

- **Customer Organizer**
  - Key account and customer management

- **Business Organizer**
  - Business planning and development, project implementation management by business and business type demanded by customers
    - Diagnosis & Evaluation Div. 1, 2, 3
    - Consulting Div. 1, 2, 3, 4, 5
    - Research & Consulting Div. 1, 2, 3, 4
    - Learning & Development Div. 1, 2
    - Media Center
    - Value Innovation Platform Center
      - Smart Factory & Process Innovation Center
      - Energy & Environment Center
      - Government Business Planning Center

- **Support Group**
  - Technical advice for advisory groups and expert groups
  - Management planning office
We pursue sustainable growth of companies through global knowledge network

KMAC’s diverse global knowledge networks pursue sustainable growth of the industrial society, through which growth KMAC is realizing happiness. Such knowledge contribution is our commitment to fulfilling our responsibility and calling, which is social contribution through sharing and spreading of knowledge, experience, and know-how that are inherent to companies.
Through industrial and functional committees, KMAC shares management know-how, establishes a global knowledge network, and supports the strengthening of Korea’s corporate competitiveness through diversely linked activities of related academic societies and industry-academic cooperation. KMAC’s knowledge contribution through such diverse networks is the differentiated social contribution of KMAC through sharing and spread of knowledge, experience, and know-how inherent to companies.

**Domestic Network**

**Innovation Leaders Club**

**Management Innovation Committee**

Chairman and Vice-Chairman
Research Team

CEO-level community
Working-level community

CS WISE
Rainbow

Brand Marketing
HR

**Public Sector Innovation Committee**

Chairman and Vice-Chairman
Research Team

All That Service
C.A.R.E
Safety Management

**Advisory Associations**

Korea Customer Satisfaction Management Association
Korea Management Engineers Society

www.kcsma.or.kr
www.kmes.org

**Global Network**

- Wharton School
- ASTD (American Society for Training & Development)
- SHRM (Society for Human Resource Management)
- Babson College
- Rath & Strong
- Marshall School
- Management Concept
- George Group
- ASI Consulting Group
- Six Sigma Advantage
- BMG
- Boston University

- IQPC (International Quality & Productivity Center)
- Sorbonne University, France
- Satmetrix
- MATRIQ (International TRIZ Association)
- IFR
- CEGOS
- MOTIVA

- Tsinghua University
- Renmin University of China
- Shanghai Jiao Tong University
- Peking University
- Singapore SQC (Singapore Quality Center)
- Singapore Airline Training Center
- Motorola University