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.
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.

Diagnosed the innovation of 23 government ministries
Organized a national policy debate
Oversaw changes in the Presidential Secretariat Office
Designated as the research institute responsible for government innovation
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.

2002 - Carried out the first manufacturing competitiveness survey and certification of outstanding factories
2003 - Released the report, The First Korea’s Most Admired Companies (KMAC)
2004 - Developed a government-affiliated organizations’ customer satisfaction survey model (PSCI) and carried out the survey.
2005 - Opened the Wharton School CEO course
2006 - Released the result of the First Korea-Great Work Place Index(K-GWPI) survey
2007 - Released the report, The First Korea’s Most Admired Companies (KMAC)
2008 - Developed a government-affiliated organizations’ customer satisfaction survey model (PSCI) and carried out the survey.
2009 - Opened the Wharton School CEO course
2010 - Released the result of the First Korea-Great Work Place Index(K-GWPI) survey
2011 - Implemented the Voice of Customer-Management System(VOC-MS) Certification System
2012 - Released the result of the First Smart Brand survey
2013 - Released the result of the First Korea Sales Service Satisfaction Index (KSSI) survey
2014 - Hosted the 20th Customer-centered Management Innovation Conference
2015 - Hosted the 20th Customer-centered Management Innovation Conference
2016 - Released the result of the First Korea Sales Service Satisfaction Index (KSSI) survey
2017 - Signed a support agreement between KMAC Dubit Sharing Volunteer Group and Yeongdeungpo
2018 - Released the result of the First Brand Recommendation Index Survey
2019 - Selected as the institute responsible for the PSM academic-industrial collaboration and certification support projects by the Ministry of Science, ICT and Future Planning.
2020 - Signed a support agreement between KMAC Dubit Sharing Volunteer Group and Green Umbrella Children’s Foundation
2021 - Selected as the institute responsible for the integrity survey of public institutions by the Anti-Corruption and Civil Rights Commission
2022 - Selected as the leading institute responsible for the customer satisfaction survey (PCS) in public organizations for 15 years in a row
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 diagnosing the optimized management system and process in order to identify respective issues and providing comprehensive solution.

Management System

D&E

(Diagnosis & Evaluation)

Korean Service Quality Index(MOT)

Korean Service Quality Index(Call-center)

Korea Brand Power Index

Korea Brand Recommendation Index

Korea Sales Service Satisfaction Index

KOREA’S Most Admired Companies

Korean Customer Satisfaction Index

Korean Net Promoter Score

Diagnosis & Evaluation

Diagnosing the Management System and Processes

Infra & Activity

Development of Human Resources

Process Management

Management Information System

Learning

Outcome & Feedback

Diagnosis

Evaluation of the Quality Perceived by the Interested Parties

Stockholder

Customer

Employee

Partner

Society

Providing Total Solutions for Total Customer Satisfaction & Admired Companies

Issue

Solution suggestion based on diagnosis of process quality

Issue

Solution suggestion based on diagnosis of outcome quality
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 / innovation 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 (KSSI)
- Calculate the optimal number of call center staffs, operational efficiency improvement
- Establish value (profit) center strategies
- Establish and improve call center STT/TA
- Call center establishment/integration/system advancement design (ISP)
- 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)
- VDC 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 trading brokerage, green bond assessment
- Carbon management strategies
- 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.)
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

- 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

- External Customer Assessment/Survey
- FGD/FGI
- Host Workshops

- Panel Survey (Overseas)
- Panel Survey (Domestic)
- Customer Contact Point Diagnosis Survey
- Consumer survey
- Big Data Analysis

- Research & Consulting
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
Global Business

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 benchmarking
  - 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 Messse, NSC, SNEC, etc.

• Inbound Benchmarking
  - Training for leading foreign companies/organizations to bench-mark leading domestic companies/organizations
  - Training for the domestic benchmarking 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

Plan and operate international conferences and seminars

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.
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

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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.
Network

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

Management Innovation Committee

Chairman and Vice-Chairman
Research Team

CEO-level community

Working-level community

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

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