



CAO Club 600,000 1.8 5.4

3 (New Code) 1-15 2552 4 New Code 200,000 PC 50,000

12/7 12/6

40

Family Day 9 31 2552

CRM (Customer Relationship Management) (Persistency)

Net Promoter Score (NPS) Top-down NPS, Bottom-up NPS Voice of Customer

