



CASE STUDY
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Kyowon

Kyowon Electronic Contract Project

Changheon Lee / Team manager, Kyowon EDU Business management

Introduced products

Mobile Contract Solution
'e.Form'

Company information

Name: Kyowon Group

Establishment: 1985

Address: 51 Euljiro, Jung-gu, Seoul

Business field: Education, travel & leisure, household & healthcare, and funeral service, etc.

Intro: Kyowon Group is a company involved in various types of business, with a revenue of 1 trillion Won, and celebrates its 30th anniversary this year.

In today's fast-paced market, businesses have to find out about various customer needs and quickly react to them. For this reason, many companies try to expand their business regardless of their field.

Kyowon Group, located in Euljiro Jung-gu of Seoul, is no exception. The No. 1 company in the children's education market has begun to expand its business to various fields since 2002. It started such efforts by developing various household products and services in order to enrich the lives of its customers in many aspects of life, which it thought should not be limited to workbooks and educational materials.

On top of such business expansion, Kyowon Group is now trying new projects for further growth in the future. One such project is Kyowon Electronic Contract Project (also called "My Contract" in Kyowon's EDU Electronic Contact System), which is designed to improve the existing system and help its teachers with their sales activities.

After reviewing various solutions presented by many different companies, Kyowon decided to introduce I-ON Communications' Mobile Contract Solution 'e.Form,' and the two companies ran the project for approximately 3 months from December 15th 2014 to March 24th 2015.

For this case study, we interviewed Changheon Lee of the EDU Business Management Team at Kyowon Group and asked him 4 major questions about Kyowon's thoughts about this project: project background, reason for introducing our solution, effects of the solution, and future plans.



Mobile contract form by e.Form on an ALL&G pad

■ The background and objectives of the project

Our conventional method of paper contract had the following 4 problems.

1. Additional costs for issuing, distributing, retrieving, and organizing contracts
2. Costs for discarding and re-creating contracts due to term changes
3. Need for additional forms such as credit card sales forms for credit card payment and a table of installment payments for monthly pay plan
4. Contract modification and the resulting delay due to errors and discrepancies between the content of the contract and the final values (e.g. discount prices, reward gifts, etc.) to be entered in the system

We started the project in order to solve these problems, and our goal was to digitalize our paper contracts through smart pads and to add functions that we could not possibly implement in our paper contracts.

And the end goal was to simplify our contracting procedures and facilitate our teachers' sales activities by creating easy-to-use contracts.

■ Reasons for introducing the e.Form solution

The two major reasons (product aspect and project aspect) are as follows.

1. Product aspect (solution aspect)

We met with many competitive companies, but I-ON Communications presented the lowest price and had the right functions that we were looking for. We also liked the fact that the developers at I-ON Communications were very supportive and helpful for running the project smoothly.

2. Project aspect

We watched many presentations from various companies, but that of I-ON Communications was the only presentation that gave us a sense of complete assurance. The presentation also made us trust that I-ON Communications could provide stable support and services.

■ Effects of the e.Form solution

There were 2 major effects.

1. On top of digitalization, the solution provides a function that validates orders, which boosts user convenience and satisfaction.
2. The solution removed almost all portions of the additional post-contract task of registering contracts in the system, and made our sales people more satisfied with their work.

Besides these effects, the work of the I-ON Communications team was satisfactory.

1. Their developers correctly understood our requests and fully implemented them in the project.
2. They were quick to solve any arising issues, despite the fact that they were building a system from scratch.

■ Future plans

We plan to experiment with additional contract-related functions (price search by customer, new types of contract, etc.) internally. We will also advance our system (by automating entry review and by improving our payment system (from virtual account creation to the cancellation of an approved credit card transaction)) to add useful functions and improve the current process.

Lastly, we are grateful that I-ON Communications invested their developers in their efforts to create a whole new project. We thank them again for developing various additional functions and providing continuous support.

We hope to introduce our electronic contract system to other business units as well, and when such an opportunity arises, we would like to work with I-ON Communications again.