

## عنوان مقاله:

Customer Profitability Segmentation for SMEs Case Study: Network Equipment Company

## محل انتشار:

فصلنامه بین المللی تحقیقات در مهندسی صنایع, دوره 2, شماره 1 (سال: 1392)

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## خلاصه مقاله:

It is important to segment the most profitable customers of a company. Many CRM researchers have been performed to calculate customer profitability and develop a comprehensive model of it. This paper with the aid of data mining tools tries to customer segmentation based on kind of RFM. Customers are clustered using K-means and finally calculated CLV. This approach is essential for an SME to be able to provide a personalized service to each customer .and to reach customer satisfaction

## کلمات کلیدی:

Customer Relationship Management, Customer Lifetime Value, Data mining, RFM, SMEs

## لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/1423048>

