

عنوان مقاله:

Factors influencing customer lifetime value In Iranian banks

محل انتشار:

سومین کنفرانس بین المللی مدیریت بازاریابی (سال: 1387)

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خلاصه مقاله:

The purpose of this paper is to investigate the lending relationship of banks in Iran with business customers. This paper has been examining factors that have led to customer profitability for banks in lending relationships. Our data gathering was done by semi-structured interviews with key persons in private and public banks of Iran. In order to find and measure the firm's profitable relationships the customer lifetime value model is to be evaluated. This paper attempts to find positive and negative influential factors in customer lifetime value model and to assess their computability and data availability in the banking industry context of Iran.

کلمات کلیدی:

customer relationship management, customer behavior, customer life time value

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