عنوان مقاله:

Intelligent Customer Segmentation Based on Customer Lifetime Value

محل انتشار:

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خلاصه مقاله:

Competitive advantage has become a must in todays business environment . This fact is even tougher in the context of the online world where customers have a varity of choice and the cost of switching is at the minimum level . In this regard, maaging customer loyalty and retaining existing customers provides the company with a variety of advantages including higher customer lifetime value (CLV) , positive word -of-mouth (WOM), lower customer churn and lower costs, this paper aims at providing an intelligent model using agent technology which takes into account the RFM parameters and other decisive variables affecting CLV. the multi - agent model proposed measures present and potential (future) value of the customer base usnig Multilayer Feedflrward Neural Networks (MFNN) and finally segments them applying a decision tree model. Besides, the analytical bierarchy process (AHP) methodology is used to measure the relative importance of the variables. Finally the proposed model is applied in a case study of a retailer website.

کلمات کلیدی:

Customer Lifetime Value (CLV), Agent Technology, Intelligent Tools, Data mining, e-commerce, Customer Segmentation.

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