Abstract

CRM is a kind of implemented model for managing a company's interactions with their customers. CRM involves the customer classification to understand the behavior of the customer. There is a vital role of the data mining techniques for the classification. This paper presents the concept of one of the data mining technique ART for the customer classification for CRM.

References

- Neural Networks in Computer Intelligence by LiMin Fu.
Customer Relationship Management using Adaptive Resonance Theory

33,847–856.
- Qiang Yang; Jie Yin; Ling, C. X.; Chen, "Post-processing decision trees to extract actionable knowledge", IEEE 2003.
- Chris Rygielski, Jyun-Cheng Wang, David C. Yen, "Data mining techniques for customer relationship management", 0160-791X/02/$ - see front matter 2002 Elsevier Science Ltd. All rights reserved. PII: S01 60 -791X(02)00038-6.
- S. Balaji, "Naïve Bayes Classification Approach for Mining Life Insurance Databases for Effective Prediction of Customer Preferences over Life Insurance Products";
- Introduction to Neural Networks using MATLAB 6. 0 by S. N. Srivanandam, S. Deepa.

Index Terms

Computer Science
Software Engineering

Keywords
Adaptive Resonance Theory (ART)  Customer Relationship Management (CRM)