



An Intelligent Customer Complaint Management System with Application to the Transport and Logistics Industry (Springer Theses)

Alireza Faed

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This thesis addresses the issue of customer complaints in the context of Customer Relationship Management (CRM). After a comprehensive survey of the current literature on CRM, the thesis describes the development of a new intelligent CRM (I-CRM) framework, which integrates text analytics, type mapping, SPSS, structural equation modeling, and linear and fuzzy approaches. This new methodology, in contrast to previous ones, is able to handle customer complaints with respect to different variables, thus allowing organizations to find their key customers and key complaints, and to address and provide solution to the major complaints of the key customers, hence promoting business development. The thesis also describes the successful application of the method to a real-world case, represented by the immeasurable truck drivers complaints at the Fremantle port in Western Australia.

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