Factors that explain the propensity of a customer to be promoter of a brand of telecommunications services

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Abstract

The purpose of this study is to find the variables that explain the behavior of daring to recommend a brand of telecommunications services, from demographics, consumer satisfaction by interactions at various stages of the client cycle, to suggest key points in the business. The development of the study is based on the CRISP methodology and data mining techniques were applied (such as classification trees CHAID). Patterns were found from the answers contained in the survey of recommendation and satisfaction -applied during 2015-, focuses in NPS_General (goal variable), field which classifies customers as Promoters , Passives or Detractors -that shown affinity to recommend a brand-, and other variables as predictors.

Keywords

Net Promoter Score (NPS), Customer Satisfaction, Moments of Truth, Trees CHAID, Telecommunications

Biography

Diego José Gómez Montoya is an Associate Professor at Manuela Beltrán University and La Salle University in Bogotá, Colombia. He teach Operations Research and Manufacturing Management. He earned B.S. in Industrial Engineering and Master in Industrial Engineering from Distrital Francisco José de Caldas University. He has presented research results in USA, Puerto Rico, Perú and Poland. With experience in design and implementation of research projects, improvement and markets. He has served in important companies like El Tiempo (newspaper and publishing house) and ETB (Bogota Telecommunications Company), generating predictive and customer knowledge models. His research interests include datamining, poverty, statistic, simulation, optimization and markets. He is member of IIE and founding member of the 'National Assistance Corporation Multiplying Opportunities and Challenges (CON AMOR)'.