

CUSTOMER RELATIONSHIP ASSESSMENT USING FUZZY LOGIC

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Abstract. *Sustainability is an important approach for all organizations. Social responsibility is also included among the important principles of sustainability. This responsibility involves activities for employees, customers, society and other stakeholders. Communication with customers is important in transport companies. This research evaluates the quality of customer communication within a transport company and proposes improvements following fuzzy logic modeling. The results obtained show that customer relations must be constantly improved. Research limitations refer to the sample of companies involved in the present research.*

Abstract. *Sustenabilitatea este un demers important pentru toate organizatiile. Printre principiile importante ale sustenabilității, se înscrie și responsabilitatea socială. Această responsabilitate implică activități pentru angajați, clienți, societate și alte părți interesate. Comunicarea cu clienții este importantă în companiile de transporturi. Această cercetare evaluează calitatea comunicării cu clienții în cadrul unei companii de transporturi și propune îmbunătățiri în urma lodelării cu logica fuzzy. Rezultatele obținute arată că relațiile cu clienții trebuie îmbunătățite constant. Limitările cercetării se referă la eșantionul de companii implicate în cercetarea prezentă.*

Keywords: communication, sustainable development, costumer, optimization, intelligent management, quality.

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1. Introduction

The concept of sustainability represents the possibility of developing without depleting natural resources for the future [1], [2], [3], [4] Making good choices to help the environment can seem like a daunting task, but there are lots of simple, small things that can be done to make a positive impact. By the word reduction, we can understand energy saving, where clear actions are established to increase the degree of education and awareness among students regarding sustainable

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