Modeling Customer Loyalty in Insurance Company by Using Neural Network- case study: Iran Insurance

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Abstract In this study, the insurance industry customer satisfaction and loyalty modeling using neural network (case study: Iran Insurance) has been paid. In this regard, consider investigating research questions that can be used neural network model designed for customer loyalty in the insurance industry? Is factors in customer loyalty in Iran is different other developed countries? Is important factors in customer loyalty in the insurance industry and other industries with different service provider? The results show that the model Shbkh¬Y Multilayer Perceptron (MLP) used in this study, success in anticipating and loyalty based on the service. The reason for this, it is essential that artificial neural networks with high capability in analysis of nonlinear problems, the results show that the results of the neural network MLP in order to predict the loyalty of all tests, based on the Services, with values obtained the questionnaire is almost identical, with little error.

Keywords : Keywords: customer loyalty, neural network, customer satisfaction