

Research on GIS and Fuzzy Logic applied to customer classification problem at VNPT Thai Nguyen

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Abstract: This topic aims to study the application of GIS and Fuzzy Logic to develop a customer classification support system at VNPT Thai Nguyen. The practical context shows that effective customer management and classification is an urgent requirement in the company's business operations. The objective of the topic is to build a system based on GIS and Fuzzy Logic to optimize the customer classification process, thereby improving service quality and increasing profits. The research method combines theory with experimentation, including algorithm design, deployment of GIS and Fuzzy Logic applications. The expected results will provide a useful solution for VNPT Thai Nguyen as well as contribute to the field of GIS and Fuzzy Logic in customer management.

Keywords: GIS, Fuzzy Logic, Customer Classification, Customer Management, VNPT