An application of Social networking applications for predict of customer rejection

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Abstract: *An analysis social network for people who share common structures in the system based on the relationships that exist among them is a series of applications. The application of the theory of visual and powerful measures to prevent the system from turning in various industries such as telecommunications, banking, physical and social world, which was including fixed to Web 2. When had been argue to the telecommunications industry about the amount of data, therefore analysis of manual data is very difficult. This was conducted to article objective of the practical and descriptive survey. This was article deals with social networking capabilities to prevent rejection with respect to the causes of it. To use of social networks such as interaction with the customer, listening to the customer, make plans for a strong relationship, identify active customers are paying particular attention to them, measure responses and holding events for the prevention of rejection, such as price, satisfaction customer, product and service quality , effective advertising and competition.*
Key words: *the use of social networks, prediction of rejection*

I. INTRODUCTION

Rejection was defined as rejection from the industrial sector as a subject at most to the overall decline in the customer base of customers. The simple reason were for drawing attention away there and also with regard to the areas of occupational and suppliers, where was rejection is a major issue as well as a critical problem in many other jobs ,what is remembered as designing online games and social networking site

Key issue is related to the nature of the web 2 that engages users to create content and value demands. The authors engagement to define client with online social networks to define the "level of physical, cognitive and emotional connection with a particular structure Social Network" the involvement of the client in a structured online social structure, including power) energy level, mental flexibility (absorption) the level of concentration involved (self - devotion) sense of homogeneity, enthusiasm, inspiration, pride and challenge .

Almost any brand an official had known platforms such as Facebook social networking, Twitter, Instagram, Google Plus. Therefore, To use of the opportunity of the new media are require to deeper knowledge of how were engaging consumers with various forms of media and what eventually brand to bring in study , who has been in the marketing literature suggests that the customer involvement deep dependence on the environment and the customer communication with the brand .

In recent years , an online environment had very attention to marketers ,that the center of their activities had putting to engage with the brand customer (Varok ,2002) , on the other hand, behavioral criteria for evaluating the existing customer relationship , such as the number of people , and the interaction had visited page of the results of the brand little information is expected to give us .(Nelson, 2002) .

With regard to marketers is very heart of the capabilities of the environment and a little bit academic studies in this regard the need to do more research.Amount of rejection as the total number of subscribers who leave the service in a period divided by the average total customers during that period is over. The defection of a key measure for risk and uncertainty in the telecom market are quoted in the annual report of the organization. Keyoni have assumed to several factors affecting the refusal in the service industry such as pricing, conflict, failure in nuclear services, customer service and non-satisfaction failure of producers to introduce (Keaveney,1995).

Today, organizations, because of this extensive competition and environmental changes had faced to issue for the rejection by customers for various reasons including product variety, the price and the quality,

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service and support they may turn away and move on to competitors and go to alternative products. The new information technologies such as web and social networking capabilities have created two organizations to solve their problems. Therefore, in this article we are looking for this is that social networks have to cut away what have applications?

II.   LITERATURE
2.1 Social Networks
2.1.1. Analysis of social networks
In this section, the literature of related would be consider to discussed for social network analysis, social networking components, a variety of social networks and social importance of the communication network in the telecommunications industry. Networks were ad diagrams math, physics, sociology, engineering and computer science, biology and economics which have been checked them.

Each field has its own network theory and network congestion collective behavior in the past is special as they were objects with variable characteristics. Here it is important to structure the individual components because of their individual behavior or behavior affects the system as a whole. So, what happens and how it happens depends on the network, which in turn is related to what happened previously (Duncan, 2003)

Social network analysis system were based to a series of research approaches to determine the structure of relations. Social Network Analyses[4] (SNA) had approach by the actors in this the graphing and system theory is a powerful tool for study of network physical and social world (Berkowitz, 1982), (Adamic & others, 1999) and (Albert & others, 2002).

2.1.2 Other Social Networks
A social network includes a series of actors and one or more types of relationships between them, such as the exchange of information and economic relationship. An actor of a social nature, which may be an individual or any other nature that its relationship with the other can be defined. The relationship between the two actors is called the connecting link or pair. Any direct or indirect connection may be two or packaging. (A set of values indicating stronger relationships) are special types of connections can also be, for example, friendship and kindness. Connections of the same type can be gathered together as a relationship. Social Network has to encompass a series of actors and relationships in general (Pushpa & Others, 2012).

2. 2. Rejection
Behavior of rejection or change was defined to as disconnection or withdrawal of customer-defined as well as customer behavior is as a customer who has cut all trade with company, or at least repeat buy him a lower than average is (Poel and others 2004) said that and other expressions which include disconnection, leaving customers to opt out of the service or purchase and reduce the life of the relationship. Rejection behavior had reflects the decision to buy one or more particular service or customer support service is withdrawn partially or completely (Boote, 1998).

2.2.1 Application of defection for factors rejection
 The results, if managers can business development organization is very effective and turn of dark and unknown behavior of the customer, analyze and predict future behavior and consider new ways to prevent customer churn to the managers the day. In the study, we had presented on strategies for managers.

2.2.2.To avoid of ways common rejection due to dissatisfaction:
 I. improving customer complaint handling for customer satisfaction
 II. Direct and indirect survey to identify expectations and understand the different customer evaluation of the operator and its services.
 III. Ensuring causal analysis for a correct analysis and classification in this case .
IV. Development of network technology, the rapid elimination of defects Blind Spot network
 V. taking app for the older customer satisfaction and loyalty as customers benefit from the increased to longevity of the organization

2. Strategies for strengthening sustainability through shared according to consumption
I. To providing diverse and attractive services to strengthen the common propensity to consume
II. Encouraging customers to use more services, taking into account discounts, prizes and other incentives.

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[4] Social Network Analyses (SNA)

III. Classification of customers based on the type and amount of the offering discounts and services tailored to the characteristics of each group.

3. Strategies for preventing rejection by creating switching costs for subscribers
I. To putting cost effective diverse and changing the way customers by offering a variety of services and service innovation
II. Taking into account the various privileges for loyal customers and offer incentives to those subscribers who have a recommendation operators to attract customers additional organizational
III. Providing discounts and additional services to subscribers in the form of services operator they use, such as families or organizations to operator.

4. Strategies for customers to create the effect of age intention to remain
I. Targeted to customer relationship management based on age.
II. Identify needs, preferences and motivators for different age groups to continue communicating with the operator.

5. Strategies for use of ways common situation as a warning to rejection.
I. under the supervision of a joint status change as an alarm for refusal
II. Providing to services and special offers of customers to satisfy their inactive.
II. Identification and weighting factors leading to inactivation of subscribers and strategies to avoid them
IV. This preventive action is faster and more target.

III. FINDINGS OF RESEARCH
3.1Factors of Rejection
In this study, several literature reviews identified four main factors causing rejection the main factors are shown in the table below:

TableI: Causes of rejection

Competitor	Quality of service & product	Price	Satisfaction	Factor / Resource
	✓	✓	✓	a)
			✓	b)
		✓		c)
		✓		d)
✓			✓	e)
✓		✓		f)
✓	✓	✓		g)
	✓	✓		h)
		✓		i)
	✓	✓		j)
	✓	✓		k)
	✓		✓	l)
	✓	✓		m)
	✓	✓	✓	n)
3	8	11	5	Total

As shown by the following factors are the most effective factors in the emergence of the phenomenon of rejection:
I. Price
In a qualitative study of customer switching between services, (Keaveney 1995) reported that more than half of customers had ditched, due to bad impression of the service / price
II. Customer satisfaction factors:
Often Customer satisfaction has been recognized a major impact in shaping the future purchase intention of customers(Taylor & Baker,1994)

II. Quality of services and products:
Quality for services had be evaluation process and comparison where had provided consumers expects from the service, previously ,they have experienced and achieved service .

Iv. Factors of effective advertising and competitors:
 Effective advertising should add value in the eyes of the customer(Jr, 1997)

3.2.Type of rejection:
I. Voluntary rejection: when had occurs the customer personally decides who will switch from company to company

II. Involuntary occurs: when had occurs that the conditions are customer for a long time, for example, the consumers were restructuring or other accident and death or involuntary cases.

3.3 Disadvantages of rejection :
 I. losing old customers
 II. Economic cost of attracting new customers
III.   Lack of profit forecast
IV.   Lower income
V.   loss of potential earnings
VI.lack of opportunity to sell once the goods during maintenance

3.4. Applying to social networks in anticipation of rejection
 Social media can play a crucial role in establishing deep relationships with clients. In this here, the potential of social media were to prevent rejection of the show.

3.4.1. Creating to relationship of deep two-way communication
 The relationship deeper the customer better result reflects and according to the best brands to suit the needs and characteristics of interest to the client set and the relationship to deepen customer relationships continues will. Social media attention to key points in the business customer brand can be involved: - Create content, awards and special offers brand owners by collecting information from clients

3.4.2. Identify supporters and granting special privileges
 When we understand that he respects the brand values will lead to loyalty. On the other hand, marketers recognize that cost more than loyal customer brand loyalty and defection to prevent and reduce the cost of new customer acquisition. Using the power of social networks can be identified and their fans by giving special rates can be kept as a permanent customer brand.

3.4.3. To held for award the prize
By creating an account that has the ability to own gold as well as excellent content for a particular customer, where were offers the customer special offers and great content about a given brand. Club members are invited and awards the Golden clients at conferences or events could feel brand-customer relationship fair to his client.

3.4.5. Measurement
 In Social media to use of usernames or e-mail or phone number customers who could be to customer relationship management tools and other software tools, you can measure the effectiveness of brand activities. And increase brand followers had increased on social networks that can be indicative sales.

IV.   CONCLUSION
        With regarding to research study are for caused by factors ditched that we could confirm them ,because of this study had listed as relevance of defections in the growth and decline of the companies had be involved to considerable importance is so desperately need to identify in companies .hence, the causes of rejection had checked to use the definitions and Research has been achieved in view of the applications , these social networks have ability to interaction with the customer, listening to the customer, make plans for sex strong, active clients should be identify and pay special attention to their brand, they did measured responses and Holding. The special events can be used to prevent rejection and complications as well as strengthen the loyalty of customers in various industries; an application were used to defections
Which is indicates that social media were plays a crucial role in preserving customer with relationship, even   they can increase to the value of customer life.

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