

# Using Social Networks to Improve Customer Relationship Management

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## ABSTRACT

Nowadays, social networks have attracted attention of many people. Lots of resources are presented by companies in social media, and selection will be difficult in these large numbers of customers. Recommender systems are an important part of e-commerce, because they help customers to choose among few products accordance with their taste. The works done in this area propound solutions that companies can win customers loyalty by identifying customers' preferences and offer them sincere suggestions. In this article, a hybrid recommender system is presented for movie domain. This system combines collaborative filtering and content based filtering techniques to take advantage of their best features and overcome their limitations. Target of proposed algorithm is anticipation of like or dislike of a movie by user. This algorithm has been evaluated by cross validation and has demonstrated reasonable results.

**Keywords:** Hybrid Recommender System, Social Network, Customer Relationship Management.