1. Need to check the formula and notation are matched and theoretically reasonable to describe our purposes.
2. need to a list of notation table
3. need to calculate a template for trust and loyalty assessment

Integrity (c) =

sum{

Competence (c) =

sum{

Predictability (c) =

Recency:

R(c) = 𝑑𝑒𝑛𝑑 − max{𝑡.𝑑𝑎𝑡𝑒 | 𝑡 ∈ 𝑇 𝑡.c = c}

Frequency:

F(c) = |{𝑡|𝑡 ∈ 𝑇 𝑡.c = c}|

Monetary:

Summary of notations

D = {all the dates in the training period}

B = {<date, c>}

B: benevolent calling list

c = {all the customers}

b.date: date of agent calling to customer for the purpose of benevolence

b.c: the customer whom agent calling for the purpose of benevolence

S = {<date, c>}

S: promotion calling list

s.date: date of agent calling to customer for the purpose of promotion

s.c: the customer whom agent calling for promotion

T = {<c, date, money, state>}

T: transaction record list

t.c: the customer having transaction

t.date: transaction date

t.amount: transaction monetary

t.state: product status, namely, new item or item bought before