

**MAPPING PERSONALITY TRAITS TO CUSTOMER COMPLAINTS: FRAMEWORK  
FOR PERSONALIZED CUSTOMER SERVICE**

**MINI THESIS**

Proposed as one of the requirements to complete Bachelor Degree in Telecommunication and  
Informatics Business Management Study Program

**Compiled by:**

**FADIAH NADHILA**

**1401193492**



**TELECOMMUNICATION AND INFORMATICS BUSINESS MANAGEMENT**

**FACULTY OF ECONOMICS AND BUSINESS**

**TELKOM UNIVERSITY**

**BANDUNG**

**2023**