

Title (en)
CLIENT PROFILE MANAGEMENT WITHIN A MARKETING SYSTEM

Title (de)
KUNDENPROFILBEARBEITUNG INNERHALB EINES MARKETINGSSYSTEM

Title (fr)
GESTION DE PROFIL CLIENT DANS UN SYSTEME DE MERCATIQUE

Publication
EP 0979477 A1 20000216 (EN)

Application
EP 98913365 A 19980401

Priority

- US 9806448 W 19980401
- US 84592097 A 19970429

Abstract (en)
[origin: WO9849640A1] A computer system includes a database and management software for managing client profiles that are used in marketing contacts. The management software is able to receive and process input data from multiple provider sources for addition to the database. The processing that is performed may include that application of data hygiene rules and the reformatting of data into a standardized format. The processing may also include the application of matching rules to determine whether a client profile already exists for the client that is associated with the input data. Overlay rules may be applied to resolve how a client profile should be updated when a client profile already exists for the client associated with the input data. In this fashion, the management software is able to readily update the database with data received from multiple data sources.

IPC 1-7
G06F 17/60

IPC 8 full level
G06Q 30/00 (2006.01)

CPC (source: EP)
G06Q 30/02 (2013.01)

Citation (search report)
See references of WO 9849640A1

Designated contracting state (EPC)
BE CH DE FR GB IE IT LI NL SE

DOCDB simple family (publication)
WO 9849640 A1 19981105; AU 6793498 A 19981124; CA 2287158 A1 19981105; EP 0979477 A1 20000216; JP 2002511166 A 20020409

DOCDB simple family (application)
US 9806448 W 19980401; AU 6793498 A 19980401; CA 2287158 A 19980401; EP 98913365 A 19980401; JP 54699598 A 19980401