Title (en)
SYSTEM AND METHOD FOR CREATING A TRUE CUSTOMER PROFILE

Title (de)
SYSTEM UND VERFAHREN ZUM ERZEUGEN EINES ZUTREFFENDEN KUNDENPROFILS

Title (fr)
SYSTEME ET PROCEDE DE CREATION D'UN VERITABLE PROFIL DE CLIENT

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Application
EP 00984736 A 20001219

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Abstract (en)
[origin: WO0146876A2] The present invention concerns a system and method for initially determining a profile for a consumer, and thereafter validating or invalidating the initial profile, and continuously updating the same. As such, the consumption profile serving at any one time as the "governing" consumer consumption profile, is considered to be the most up-to-date and representative consumption profile of that customer and thus the most representative of the "true" consumption profile of that customer at that point in time. Consequently, upon having validated the customer's consumption profile as the most up-to-date and representative consumption profile of that customer, this same profile is to be deemed as the "true" consumption profile of that customer, and is subsequently to be referenced as the consumer's current benchmark "true" consumption profile, up until the point a new governing profile is warranted and established. The differences between the initial profile and the actual behaviour of the customer are identified in order to create a log of consistencies and inconsistencies, which serve to establish the new governing profile. The system serves to provide better products and services to a customer.

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