

Title (en)

RATING SYSTEM AND METHOD FOR IDENTIFYING DESIRABLE CUSTOMERS

Title (de)

EINSTUFUNGSSYSTEM UND -VERFAHREN ZUR IDENTIFIZIERUNG ERWÜNSCHTER KUNDEN

Title (fr)

SYSTEME ET PROCEDE DE TARIFICATION PERMETTANT D'IDENTIFIER DES CLIENTS CORRESPONDANT AU PROFIL RECHERCHE

Publication

EP 1625481 A2 20060215 (EN)

Application

EP 04753149 A 20040524

Priority

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- US 47242203 P 20030522

Abstract (en)

[origin: WO2004107117A2] An advanced rating method and system for identifying desirable customers. A prediction index is calculated for each customer to predict a trend of profit that the customer may generate. The prediction index is calculated based on various types of customer data including at least two types of customer data selected from the following: assets levels of the customer, demographic information of the customer, and transaction history of the customer. A score for each selected type of customer data is determined. Proper weights corresponding to each type of customer data are also obtained. The prediction index is then calculated based on the respective weights and scores corresponding to the selected types of customer data using an advanced algorithm. The prediction index is compared with a preset threshold to determine whether the customer is desirable.

IPC 1-7

G06F 1/00

IPC 8 full level

G06Q 10/00 (2012.01); **G06Q 40/00** (2012.01)

CPC (source: EP KR)

G06Q 10/06 (2013.01 - KR); **G06Q 10/10** (2013.01 - EP); **G06Q 30/0201** (2013.01 - KR); **G06Q 30/0202** (2013.01 - KR); **G06Q 40/02** (2013.01 - EP KR)

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