

Title (en)

SYSTEM AND METHOD FOR BUSINESSES TO COLLECT PERSONALITY INFORMATION FROM THEIR CUSTOMERS

Title (de)

SYSTEM UND VERFAHREN FÜR UNTERNEHMEN ZUR SAMMLUNG PERSÖNLICHER INFORMATIONEN VON IHREN KUNDEN

Title (fr)

SYSTÈME ET PROCÉDÉ POUR LA COLLECTE PAR DES ENTREPRISES D'INFORMATIONS DE PERSONNALITÉ AUPRÈS DE LEURS CLIENTS

Publication

EP 3172712 A1 20170531 (EN)

Application

EP 15827112 A 20150717

Priority

- US 201414338082 A 20140722
- US 2015040853 W 20150717

Abstract (en)

[origin: WO2016018642A1] A computer program product, that enables a business to increase their customer satisfaction levels based on the business' improved capability to predict the wants and needs of their customers as a result of the business using this product to assess the personalities of their customers, includes: personality traits (10), photographic images (16) to which are assigned ranked (18) personality traits, a selection-enabling, user interface (14) to present the photographic images, a selection-identifying, user interface (15) to identify with which of the photographic images each customer elects to be associated, personality types (12) into which a customer is categorized, and wherein each of these personality types is differentiated by the specific set of personality traits associated with it, and an algorithm (20) adapted to categorize one into a personality types.

IPC 8 full level

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CPC (source: EP)

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Designated extension state (EPC)

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DOCDB simple family (publication)

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