

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 A4 20180110 (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

**G06Q 30/02** (2012.01)

CPC (source: EP)

**G06Q 30/02** (2013.01)

Citation (search report)

- [I] US 6655963 B1 20031202 - HORVITZ ERIC J [US], et al
- [I] US 8341101 B1 20121225 - TREISER ADAM [US]
- [A] US 2007192106 A1 20070816 - ZILCA RAN [US]
- See references of WO 2016018642A1

Designated contracting state (EPC)

AL AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HR HU IE IS IT LI LT LU LV MC MK MT NL NO PL PT RO RS SE SI SK SM TR

DOCDB simple family (publication)

**WO 2016018642 A1 20160204**; AU 2015298240 A1 20170316; CA 2993149 A1 20160204; EP 3172712 A1 20170531; EP 3172712 A4 20180110; JP 2017525077 A 20170831; MX 2017000956 A 20180327

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