

Title (en)
SYSTEMS AND METHODS FOR MANAGEMENT OF AUTOMATED DYNAMIC MESSAGING

Title (de)
SYSTEME UND VERFAHREN ZUR VERWALTUNG VON AUTOMATISIERTER DYNAMISCHER NACHRICHTENÜBERMITTLUNG

Title (fr)
SYSTÈMES ET PROCÉDÉS DE GESTION DE MESSAGERIE DYNAMIQUE AUTOMATISÉE

Publication
EP 3248116 A1 20171129 (EN)

Application
EP 16740892 A 20160123

Priority

- US 201514604594 A 20150123
- US 201514604602 A 20150123
- US 201514604610 A 20150123
- US 2016014650 W 20160123

Abstract (en)
[origin: WO2016118944A1] Systems and methods for management of automated dynamic messages are providing. In some embodiments, a data store is populated with one or more knowledge sets and one or more lead datasets in response to a user's input. A campaign builder may be provided to the user for generating and initiating campaigns. A campaign is a series of messages designed to satisfy one or more objectives. The campaign builder allows the creation of a campaign by allowing the composition of a series of message templates with variable fields. The variable fields correspond to classes of data from the knowledge sets and/or the lead data. Once the campaign has been initiated, the system categorizes the responses using algorithms. These categorizations have corresponding confidence levels. If the confidence level is too low, manual user intervention may be required in order to determine which subsequent action the system should perform.

IPC 8 full level
G06F 17/30 (2006.01); **G06Q 10/10** (2012.01); **G06Q 30/02** (2012.01)

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

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

Designated extension state (EPC)
BA ME

DOCDB simple family (publication)
WO 2016118944 A1 20160728; CA 2973596 A1 20160728; EP 3248116 A1 20171129; EP 3248116 A4 20180808; HK 1246899 A1 20180914; JP 2018512634 A 20180517; JP 6916110 B2 20210811

DOCDB simple family (application)
US 2016014650 W 20160123; CA 2973596 A 20160123; EP 16740892 A 20160123; HK 18106305 A 20180515; JP 2017539358 A 20160123