CLAIMS

1. A customer profiling system comprising:

communication means for receiving event data in response to a customer interacting with an environment;

means for uniquely determining customer identifier data associated with the event data;

means for associating the event data with the customer;

means for determining a customer profile value based on one or more of a customer importance code, a customer frequency value, and a customer history; and

means for determining whether a customer profile comprises a profiling link entity linking the customer profile to a different customer profile and wherein the processor determines whether the profile link entity is a link to a neighbour profile and further adjusting the customer profile value based on the customer profile value associated with the linked customer profile.

2. A customer profiling system according to claim 1 wherein the associating means is configured to associate the event data with a customer profile associated with the unique customer identifier data.

3. A customer profiling system according to any preceding claim further comprising storage means for storing the event data and preferably the association between the event and the customer.

4. A customer profiling system according to any preceding claim wherein the communication means is further arrange to receive customer identification information in particular a unique alpha-numeric string associated with the customer or one or more of customer number, or frequent flyer number.

5. A customer profiling system according to any one of claims 3 to 4 wherein the storage means further stores a plurality of different customer profiles associated with different customers, and further comprising means for searching the storage means for a profile comprising identification data corresponding to a search key.

6. A customer profiling system according any preceding claim wherein the customer is a passenger

7. A customer profiling system according to claim 6, wherein the importance code comprises a tiered importance code and wherein a different numerical value is associated with each importance code tier.

8. A customer profiling system according to claim 6, wherein the customer frequency value comprises a tiered frequency value and wherein a different numerical value is associated with each frequency value tier.

9. A customer profiling system according to claim 6, wherein the history comprises a plurality of different reservation booking designators, RBD's, each designator associated with a segment of a journey.

10. A customer profiling system according to any preceding claim further comprising means for determining the customer profile value based on an equal weighting of a value associated with an importance code and a value associated with a frequent flyer tier level or a value associated with a booking history for a segment of a journey.

11. A customer profiling system according to any one of claims 2 to 10 further comprising means for determining whether a frequent flyer attribute is associated with the customer profile.

12. A customer profiling system according to any one of claims 2 to 10 further comprising means for determining whether a frequent flyer attribute is associated with the customer profile or customer interacting with the environment and preferably further comprising means for searching a customer profile database for a profile comprising a matching frequent flyer attribute and in particular wherein if it is determined that no frequent flyer attribute is associated with the customer interacting with the environment, the searching means searches a customer profile database based on personal information comprising any one or more of name and credit card details, postal address, business address, mobile telephone number and email address.

13. A customer profiling system according to any one of claims 6 to 10 further comprising means for determining a number of different flight types associated with the customer profile and for determining the customer profile value for the customer based on the sum of weighted values associated with each flight type.

14. A customer profiling system according to any one of claims 6 to 13 further comprising means for associating a plurality of different numerical values with a plurality of different reservation booking designators, RBDs, associated with the customer booking history.

15. A customer profiling system according to any preceding claim further comprising means for determining a customer value on a numerical scale such as 1 to 100 based on the profile attribute and frequent flyer attribute or booking history attribute and preferably storing the determined value in a customer profile database associated with the customer.

16. A customer profiling system according to any preceding claim wherein the processor determines whether the profile link entity is a link to a nearest neighbour profile.

17. A customer profiling system according to any preceding claim further comprising means for detecting the occurrence of one or more events and preferably wherein the events comprise one or more of an airport check-in event, a departure status flown event, an update booking event, a cancel booking event, a new booking event, a paid for a booking event, an upgrade event, a downgrade event, a denied boarding event, a disruption event, a voluntary offload event, an involuntary offload event, a birthday event, a compliment event, a complaint event and a customer enquire event.

18. A customer profiling system according to any preceding claim wherein each event comprises associated data defining the event and preferably wherein the event data comprises data defining the event origin such as one of an agent event or system event or profile event.

19. A customer profiling system according to any preceding claim further comprising means for determining whether an event is an adverse event such as one or more of an offload event, flight disruption event, delay event, cancel event or re-route event based on the event data.

20. A customer profiling system according to any preceding claim further comprising means for detecting the occurrence of an event in response to a customer scanning

a boarding pass, passport or travel document with a scanning means, in particular optical scanning or wireless scanning means.

21. A customer profiling system according to any preceding claim further comprising means for selecting a recommendation from a plurality of predetermined recommendations, and preferably wherein the recommendation is selected based on the customer profile value and the event data and preferably further comprising a display means for displaying the recommendation.

22. A customer profiling system according to claim 21 further comprising means for determining whether one or more of the recommendations have previously been accepted by the customer and preferably wherein the processor is configured to dynamically generate one or more recommendations at a mid-tier processing level based on received events.

23. A customer profiling system according to any preceding claim further comprising storage means for storing a relational customer profile database and preferably wherein a processor is configured to provide a web-based service.

24. A customer profiling system according to any preceding claim further comprising receiving means arranged to receive data associated one or more bookings and preferably to store the received data in a customer profile database stored in a storage means.

25. A customer profiling system according to claim 24 further comprising means for updating the customer value based on the received data associated with the one or more bookings.

26. A customer profiling system according to any preceding claim further comprising means for matching the event data to the customer profile by matching one or more identifiers associated with the profile to one or more references to corresponding identifiers associated with the event.

27. A customer profiling system according to any preceding claim further comprising means for matching the or a recommendation to the customer profile based on one or more attributes associated with the recommendation which correspond to one or more attributes associated with the profile.

28. A customer profiling system according to any preceding claim further comprising means for determining an operational customer value preferably based on a customer value and one or more of a frequent flyer value, a ticket class, a booking time, and a check-in time.

29. A customer profiling system according to claim 28 wherein the operational customer value is determined by concatenating a plurality of 2 digit values associated with the customer.

30. A customer profiling system according to claim 28 further comprising means for determining a plurality of operational customer values associated with a plurality of different customers.

31. A customer profiling system according to claim 28 further comprising ranking each of the operational customer values preferably based on a maximum, or minimum or average of a plurality of operational customer values.

32. A customer profiling method comprising;

receiving event data, with a receiver, in response to a customer interacting with an environment;

uniquely determining customer identifier data associated with the event data;

associating the event data with the customer;

determining a customer profile value based on one or more of a customer importance code, a customer frequency value, and a customer history; and

determining whether a customer profile comprises a profiling link entity linking the profile to a different customer profile and wherein the processor determines whether the profile link entity is a link to a neighbour profile and further adjusting the customer profile value based on the customer profile value associated with the linked customer profile.

33. A computer readable medium which when executed undertakes the method of claim 32.

34. A customer profiling system according to claim 1 further comprising means for mapping a plurality of different booking history reservation booking designators, RBD',s each to a different numerical value and further comprising summing each of

the values associated with each value to produce a weighted flights taken value associated with a customer.

35. A graphical user interface comprising the system of any preceding claim.

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