

CLAIMS

[Claim 1]

A customer inducement system for inducing a passer-by to visit a specific section where a user provides a service, comprising:

an imaging device imaging the passer-by within a target area provided around the specific section;

a customer attraction performance device capable of executing a combination of a plurality of performances for the passer-by within the target area; and

a customer inducement apparatus acquiring imaging information from the imaging device and allowing the customer attraction performance device to execute the performance,

wherein the customer inducement apparatus includes

an attribute estimation unit estimating attributes of the passer-by imaged by the imaging device,

a storage unit retaining attribute information of a target group intended to be attracted to the specific section,

a customer attraction performance determination unit determining the customer attraction performance maximizing an effect of inducement to visit the specific section based on the attribute information of the target group, and

a control unit controlling the customer attraction performance device to execute the customer attraction performance determined by the customer attraction performance determination unit for a target passer-by belonging to the target group among the passers-by imaged by the imaging device,

wherein the customer inducement apparatus further includes a customer attraction performance evaluation unit evaluating the customer attraction performance executed under the control of the control unit,

wherein the customer attraction performance determination unit determines the customer attraction performance based on the number of targets which is the number of target passers-by in a predetermined period, a target ratio which is a ratio of the target passer-by among the passers-by in the predetermined period, and an evaluation value by the customer attraction performance evaluation unit, and

wherein the storage unit further retains

customer attraction performance pattern data having a plurality of customer attraction performance patterns according to a combination of the plurality of performances executable by the customer attraction performance device, and

customer attraction performance evaluation data

configured to have the number of targets, the target ratio, the customer attraction performance pattern, and the evaluation value with respect to the attribute information of the target group intended to be attracted to the specific section,

wherein the customer attraction performance determination unit determines the customer attraction performance pattern having a small difference to the number of targets and the target ratio and the customer attraction performance pattern being associated with a record having the largest evaluation value as the customer attraction performance by referring to the customer attraction performance evaluation data based on the information about the passer-by detected in the target area during a predetermined period.

[Claim 2]

The customer inducement system according to claim 1, wherein the customer attraction performance evaluation unit updates the evaluation value based on a reward value representing a degree of interest of the target passer-by in the specific section during the predetermined period.

[Claim 3]

The customer inducement system according to claim 2,

wherein the attribute estimation unit determines a state transition of the target passer-by before and after execution of the customer attraction performance executed under the control of the control unit, and

wherein the customer attraction performance evaluation unit assigns a positive value to the reward value when the state transition indicates that attention to the specific section is attracted and assigns a negative value to the reward value when the state transition does not indicate that attention to the specific section is attracted.

[Claim 4]

The customer inducement system according to claim 1, wherein the customer inducement apparatus provides a search reservation screen on which the user desiring to use the specific section can input the search and reservation for the specific section.

[Claim 5]

The customer inducement system according to claim 1, wherein the customer inducement apparatus provides the user who has used the specific section with a customer attraction effect confirmation screen on which the customer attraction effect when using the specific section can be confirmed.

[Claim 6]

A customer inducement apparatus for attracting a passer-by to visit a specific section where a user provides a service, comprising:

an attribute estimation unit estimating attributes of the passer-by from image information of the passer-by in a target area provided around the specific section;

a storage unit retaining attribute information of a target group intended to be attracted to the specific section;

a customer attraction performance determination unit determining customer attraction performance maximizing an effect of inducement to visit the specific section based on the attribute information of the target group; and

a control unit controlling a customer attraction performance device capable of executing a combination of a plurality of performances to execute the customer attraction performance determined by the customer attraction performance determination unit for a target passer-by belonging to the target group among the passers-by contained in the imaging information,

wherein the customer inducement apparatus further comprises a customer attraction performance evaluation unit evaluating the customer attraction performance executed under the control of the control unit,

wherein the customer attraction performance determination unit determines the customer attraction performance based on the number of targets which is the number of target passers-by in a predetermined period, a target ratio which is a ratio of the target passer-by among the passers-by in the predetermined period, and an evaluation value by the customer attraction performance evaluation unit, and

wherein the storage unit further retains

customer attraction performance pattern data having a plurality of customer attraction performance patterns according to a combination of the plurality of performances executable by the customer attraction performance device, and

customer attraction performance evaluation data configured to have the number of targets, the target ratio, the customer attraction performance pattern, and the evaluation value with respect to the attribute information of the target group intended to be attracted to the specific section,

wherein the customer attraction performance determination unit determines the customer attraction performance pattern having a small difference to the number of targets and the target ratio and the customer attraction performance pattern being associated with a record having

the largest evaluation value as the customer attraction performance by referring to the customer attraction performance evaluation data based on the information about the passer-by detected in the target area during a predetermined period.

[Claim 7]

The customer inducement apparatus according to claim 6, wherein the customer attraction performance evaluation unit updates the evaluation value based on a reward value representing a degree of interest of the target passer-by in the specific section during the predetermined period.

[Claim 8]

A customer inducement method by a customer inducement system for inducing a passer-by to visit a specific section where a user provides a service,

wherein the customer inducement system includes:

an imaging device imaging the passer-by within a target area provided around the specific section;

a customer attraction performance device capable of executing a combination of a plurality of performances for the passer-by within the target area; and

a customer inducement apparatus acquiring imaging information from the imaging device and allowing the

customer attraction performance device to execute the performance,

wherein the customer inducement apparatus:

retains, by a storage unit, attribute information of a target group intended to be attracted to the specific section;

estimates, by an attribute estimation unit, attributes of the passer-by imaged by the imaging device;

determines, by a customer attraction performance determination unit, the customer attraction performance maximizing an effect of inducement to visit the specific section based on the attribute information of the target group; and

controls, by a control unit, the customer attraction performance device to execute the determined customer attraction performance for a target passer-by belonging to the target group among the passers-by imaged by the imaging device

wherein the customer inducement apparatus further comprises a customer attraction performance evaluation unit evaluating the customer attraction performance executed under the control of the control unit,

wherein the customer attraction performance determination unit determines the customer attraction performance based on the number of targets which is the

number of target passers-by in a predetermined period, a target ratio which is a ratio of the target passer-by among the passers-by in the predetermined period, and an evaluation value by the customer attraction performance evaluation unit, and

wherein the storage unit further retains

customer attraction performance pattern data having a plurality of customer attraction performance patterns according to a combination of the plurality of performances executable by the customer attraction performance device, and

customer attraction performance evaluation data configured to have the number of targets, the target ratio, the customer attraction performance pattern, and the evaluation value with respect to the attribute information of the target group intended to be attracted to the specific section,

wherein the customer attraction performance determination unit determines the customer attraction performance pattern having a small difference to the number of targets and the target ratio and the customer attraction performance pattern being associated with a record having the largest evaluation value as the customer attraction performance by referring to the customer attraction performance evaluation data based on the information about

the passer-by detected in the target area during a predetermined period.