ABSTRACT

The point exchange system according to the present invention enables exchange between different types of points. This system is provided with: a conversion parameter storage unit that stores a conversion parameter corresponding to a business category or a business condition; a conversion parameter setting means that sets a conversion parameter for each type of point; an actual performance data acquisition means that acquires actual performance data corresponding to a conversion parameter; an equivalent point conversion means that converts each type of point into an equivalent point on the basis of the actual performance data; and an exchange means that executes an exchange on the basis of the equivalent point.

FIG. 2