

[ABSTRACT]

An automatic order processing server according to an embodiment of the present disclosure comprises: a chat room managing unit that opens a chat room enabling chatting between a vendor terminal and a customer terminal through a chat server; a message transmission and reception unit that, through the chat room, when a message is received from the customer terminal, provides the message to the vendor terminal, and when a message is received from the vendor terminal, provides the message to the customer terminal; a price negotiation database construction unit that stores price proposal reference data and constructs a price negotiation database; a price negotiation unit that presents an estimate price on the basis of the price proposal reference data stored in the price negotiation database; a message managing unit that, when a message is inputted through the chat room, analyzes the message and determines the type of the message, automatically generates a response message to the message using the estimate price according to the type of the message; and an order reception processing unit that checks an order execution condition on the basis of the message transmitted and received through the chat server, and processes order reception according to the result of the checking.

FIG. 1