a first obtaining subunit configured to obtain a subjective purchase tendency value that matches the emotional tendency.

Optionally, the weighting unit 604 includes:

a second obtaining subunit configured to obtain a satisfaction score fed back by the customer at the end of the historical telemarketing process; and

a weighting subunit configured to weight the satisfaction score, the objective purchase tendency value and the subjective purchase tendency value, and output the weighted result as the actual purchase tendency degree of the customer.

Optionally, as shown in FIG. 7, the apparatus for predicting the customer purchase intention further includes:

a presentation unit 606 configured to sequentially display telemarketing follow-up tasks based on each of the customers in a telemarketing task management interface according to an order of the actual purchase tendency degree of each of the customers;

a change unit 607 configured to change an implementation state of the telemarketing follow-up task from a first state to a second state when a scheduling instruction of the telemarketing follow-up task is received, so as to shield the telemarketing follow-up task from other telephone sales persons.

Optionally, when the implementation state of the telemarketing follow-up task is the first state, as shown in FIG. 9, the apparatus for predicting the customer purchase intention further includes:

a third obtaining unit 608 configured to obtain a creation duration of the telemarketing follow-up task at each moment according to a creation time point of the telemarketing follow-up task;

a calculation unit 609 configured to calculate a purchase tendency degree decrease value corresponding to the creation duration, where the purchase tendency degree decrease value is proportional to the creation duration;

a second output unit 610 configured to output a difference value between the