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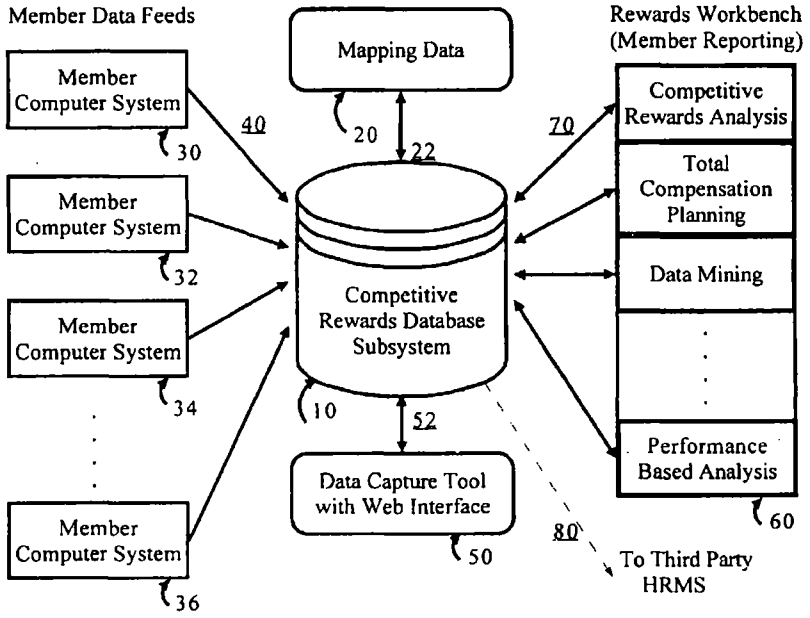
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(54) Title: COMPETITIVE REWARDS BENCHMARKING SYSTEM AND METHOD

ACTION



(57) **Abstract:** The invention concerns a system and method for implementing and/or administering a competitive rewards database (10). Member data is received from at least one member computer (30) via a data feed (40). The (raw) member data is automatically mapped and incorporated into the competitive rewards database (10). A data capture tool (50), preferably coupled to a data network, via a data feed (52), is operable to adjust the mapping of member data. A rewards workbench (60), preferably coupled to a data network via a data feed (70), is generally operable to query the competitive rewards database.

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