INTERACTIVE UPSELL ADVISOR METHOD AND APPARATUS FOR INTERNET APPLICATIONS

Abstract of Disclosure

A web-based online store having a user interface for enabling a custom configuration of a computer system according to an identification of a user belonging to a prescribed customer set is disclosed. A configurator is provided for configuring a computer system with options selected according to a desired user input, the options and a respective pricing for each option being presented on a configurator web page. A database is provided for dynamically supplying configuration options to the configurator in accordance with the identification of the user belonging to the prescribed customer set. A cart temporarily stores a customer configured computer system and presents the customer configured computer system on a cart web page, the cart web page including at least one user selectable cart option. Lastly, an interactive upsell advisor is operatively coupled to the configurator, the database, and the cart for selectively providing an upsell recommendation to the cart as a user selectable cart option on the cart web page. The upsell recommendation is a function of the prescribed customer set, the customer configured computer system, and prescribed upsell advisor business rules.

Fig. 1