

Abstract

The present invention pertains to assisting efficient sales activities at a financial institution by accurately extracting customers who are likely to need prescribed financial products. A sales assistance department according to the present invention has: an acquisition part for acquiring transaction data of customers at a financial institution; a relevance determination part for determining whether first transaction data of the customers at the past time of purchasing financial products relates to second transaction data of the customers at the current time; an extraction part for extracting a customer for whom it is determined that the first transaction data relates to the second transaction data; and an output part for performing output regarding the extracted customer.