CUSTOMER SERVICE PROPOSAL DEVICE

ABSTRACT

To accurately obtain a specific customer service method suitable for a product desired to be sold with reference to a purchased product in a purchase history and efficiently promote expansion of a sales amount.

Included are: a means that causes a machine learning model to learn a data set of a successfully sold product, a purchase history before sale of the product, and a customer service method when the product has been sold, and generates the machine learning model that receives an input of a product to be sold and the purchase history to output the customer service method; a generation means that inputs a data set of the product to be sold and the purchase history to the machine learning model to generate the customer service method; a means that calculates a sales amount or a sales number related to a product for which the generated customer service method has been performed; a means that determines whether or not the sales amount or the sales number falls below a predetermined target value; a means that causes the machine learning model to perform additional learning; and a means that inputs the data set of the product to be sold and the purchase history to the machine learning model after the additional learning to regenerate another customer service method when it is determined that the sales amount or the sales number falls below a predetermined target value.

Fig. 2