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[Continued on next page]

(54) Title: CONDITIONAL ESTABLISHMENT OF A COMMUNICATIONS CONNECTION WITH A MOBILE TERMINAL IN RESPONSE TO A QUERY FROM THE MOBILE TERMINAL

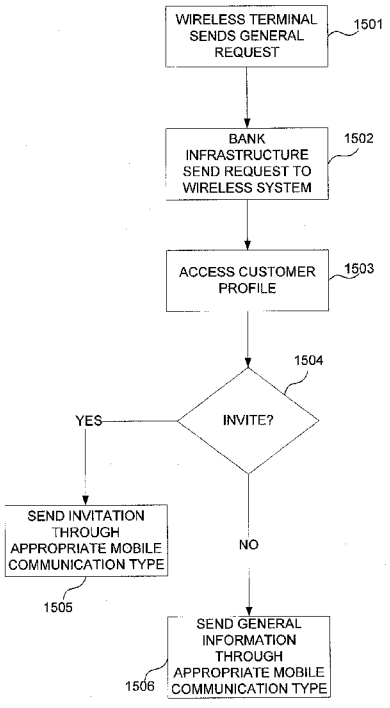

FIG. 15

(57) Abstract: A mobile implementation channel supports the processing of a request for requested information for a customer of a business. The request may be generated through a wireless terminal and include a customer identification of the customer. Profile information about the customer may then be accessed and the user identification mapped to a device type of the customer. When the profile information indicates that the customer should be invited to interact with a representative the business, an invitation message is directed through the corresponding mobile communication channel type to the customer's device of the customer. The invitation message may include contact information and the requested information. The contact information may then be utilized to establish a communications connection between the customer and the representative of the business. Otherwise, only the requested information is directed through the mobile communication channel type to the customer's device.

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