CLAIMS

1. An interaction execution system comprising
- a software suite, the software suite comprising an interaction application for installation on a client device,
the client device comprising a computer memory, the computer memory comprising the interaction application, the client device comprising location detection means for obtaining location data,
- a remote server,
- a wireless connection between the client device and the remote server,
wherein the interaction application is operative
- to derive an actual location of the client device using the location data of the location detection means,
- to receive user interaction data, the user interaction data being indicative of a user interaction with an interaction partner at a pre-determined location,
the receiving of the user interaction data comprising retrieving user interaction information from a database on the client device, the user interaction information comprising a pre-determined location of the user interaction, data relating to the interaction partner and data relating to a user of the client device,
the interaction application being further operative to compare the actual location of the client device with the pre-determined location of the user interaction,
to generate an automated message if a mismatch between the actual location of the client device and the pre-determined location of the user interaction is detected,
- to send the automated message to the remote server as soon as the client device is connected over the wireless

connection, and to output the automated message to a user of the remote server,
- to match a list of sold products to a list of distributed product samples, and to raise a flag if one of the sold products matches a distributed product sample.

2. The interaction execution system of claim 1, wherein the client device comprises a receiver for signals of a satellite navigation system, and a position module for deriving the location of the client device from the signals of the satellite navigation system.

3. The interaction execution system according to claim 1, wherein the client device comprises a receiver for signals of a cell phone network, and a position module for deriving the location of the client device from the signals of the cell phone network.

4. Computer implemented method for operating an interaction execution system, the interaction execution system comprising a software suite, the software suite comprising an interaction application for installation on a client device, the method comprising
receiving user interaction data by the interaction application on the client device,
the receiving of the user interaction data comprising
retrieving user interaction data relating to an interaction partner from a database on the client device, the user interaction data being indicative of a user interaction with the interaction partner at a pre-determined location,
obtaining location data and deriving an actual location of the client device from the location data,

comparing the actual location of the client device with the pre-determined location of the user interaction, generating an alert message if a mismatch between the actual location of the client device and the pre-determined location of the user interaction is detected, sending the alert message to a remote server as soon as the client device is connected over a wireless connection, and outputting the alert message to a user of the remote server.

5. The method of claim 4, comprising
receiving a location signal over the wireless connection and deriving the location data from the location signal.

6. The method of claim 5, comprising receiving the location signal from a satellite navigation system.

7. The method of claim 5, comprising receiving the location signal from a cell phone network.

8. The method according to claim 5, wherein the user interaction data comprises a request for delivering a product sample to the interaction partner.

9. The method according to claim 5, the method comprising
sending the generated alert message to the remote server,
matching the alert message to user data of a user of the client device,
updating a stored track record of the user of the client device.

10. The method of claim 9, comprising

retrieving the stored track record of the user of the client device by a managing application of the software suite,

generating a visual indicator in a graphical user interface of the managing application, which is indicative of a status of the track record.