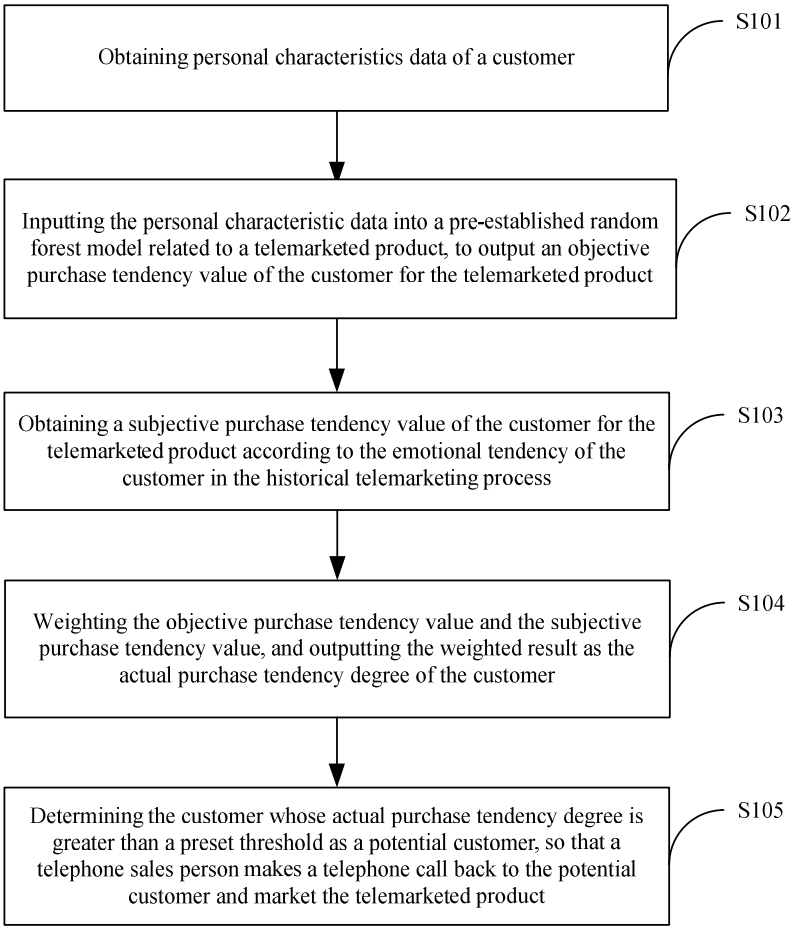

Obtaining personal characteristics data of a customer
S101
Inputting the personal characteristic data into a pre-established random forest model related to a telemarketed product, to output an objective purchase tendency value of the customer for the telemarketed product
S102
Obtaining a subjective purchase tendency value of the customer for the telemarketed product according to the emotional tendency of the customer in the historical telemarketing process
S103
Weighting the objective purchase tendency value and the subjective purchase tendency value, and outputting the weighted result as the actual purchase tendency degree of the customer
S104
Determining the customer whose actual purchase tendency degree is greater than a preset threshold as a potential customer, so that a telephone sales person makes a telephone call back to the potential customer and market the telemarketed product
S105

FIG. 1

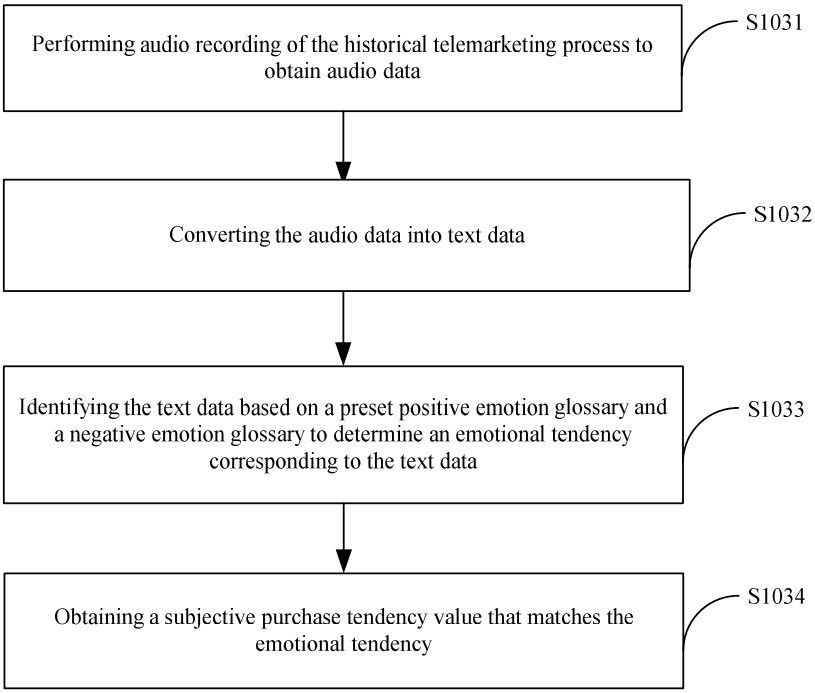

Performing audio recording of the historical telemarketing process to obtain audio data
S1031
Converting the audio data into text data
S1032
Identifying the text data based on a preset positive emotion glossary and a negative emotion glossary to determine an emotional tendency corresponding to the text data
S1033
Obtaining a subjective purchase tendency value that matches the emotional tendency
S1034

FIG. 2

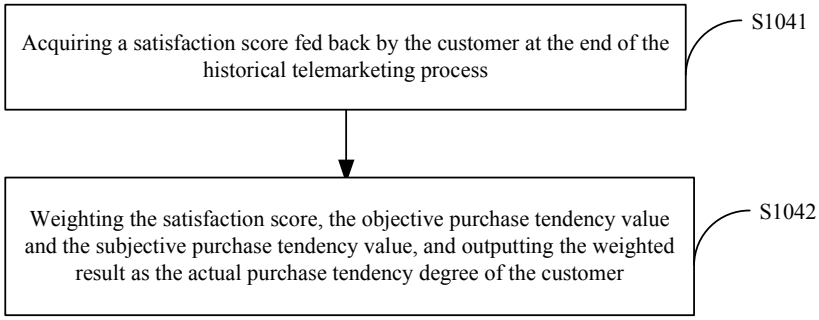

Acquiring a satisfaction score fed back by the customer at the end of the historical telemarketing process
S1041
Weighting the satisfaction score, the objective purchase tendency value and the subjective purchase tendency value, and outputting the weighted result as the actual purchase tendency degree of the customer
S1042

FIG. 3

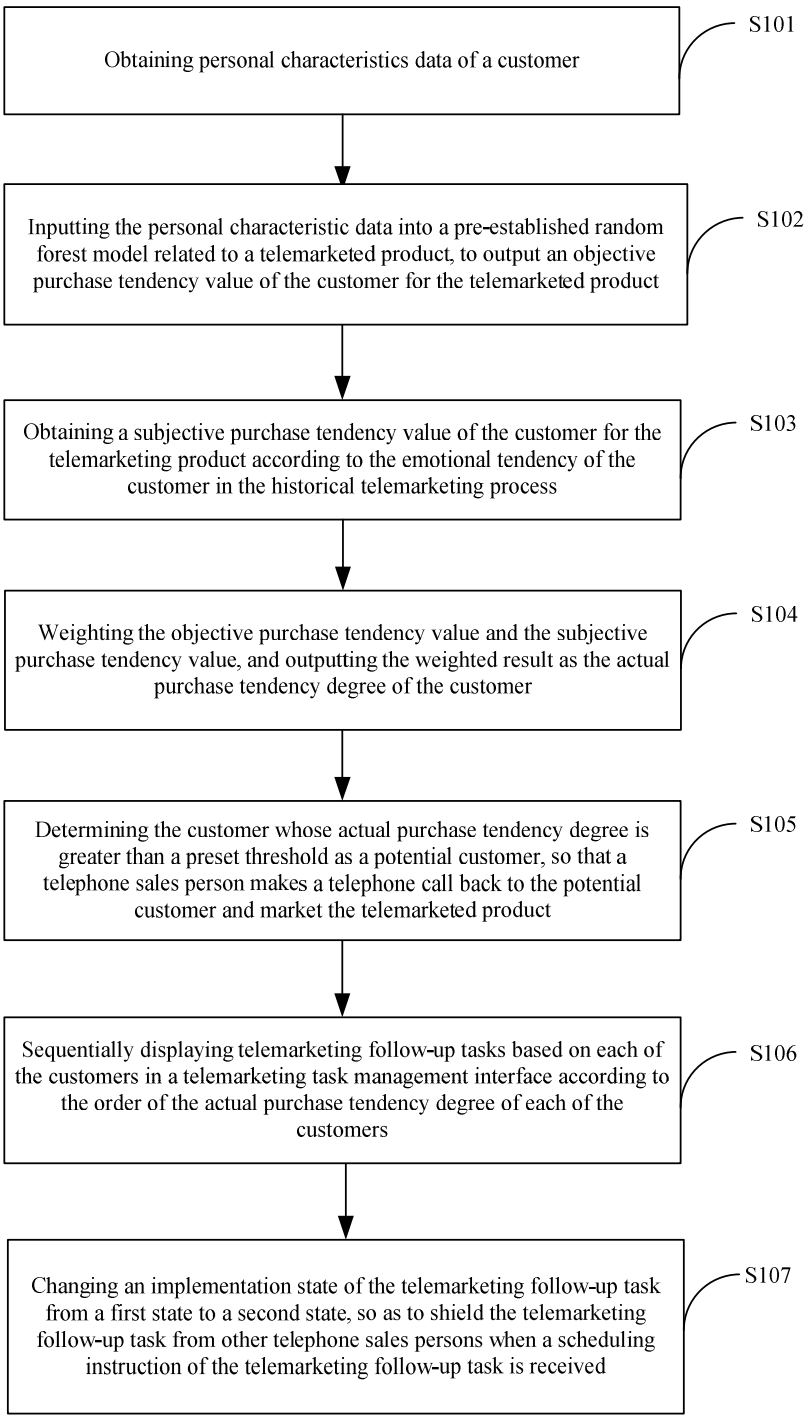

Obtaining personal characteristics data of a customer
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S105
Sequentially displaying telemarketing follow-up tasks based on each of the customers in a telemarketing task management interface according to the order of the actual purchase tendency degree of each of the customers
S106
Changing an implementation state of the telemarketing follow-up task from a first state to a second state, so as to shield the telemarketing follow-up task from other telephone sales persons when a scheduling instruction of the telemarketing follow-up task is received
S107

FIG. 4

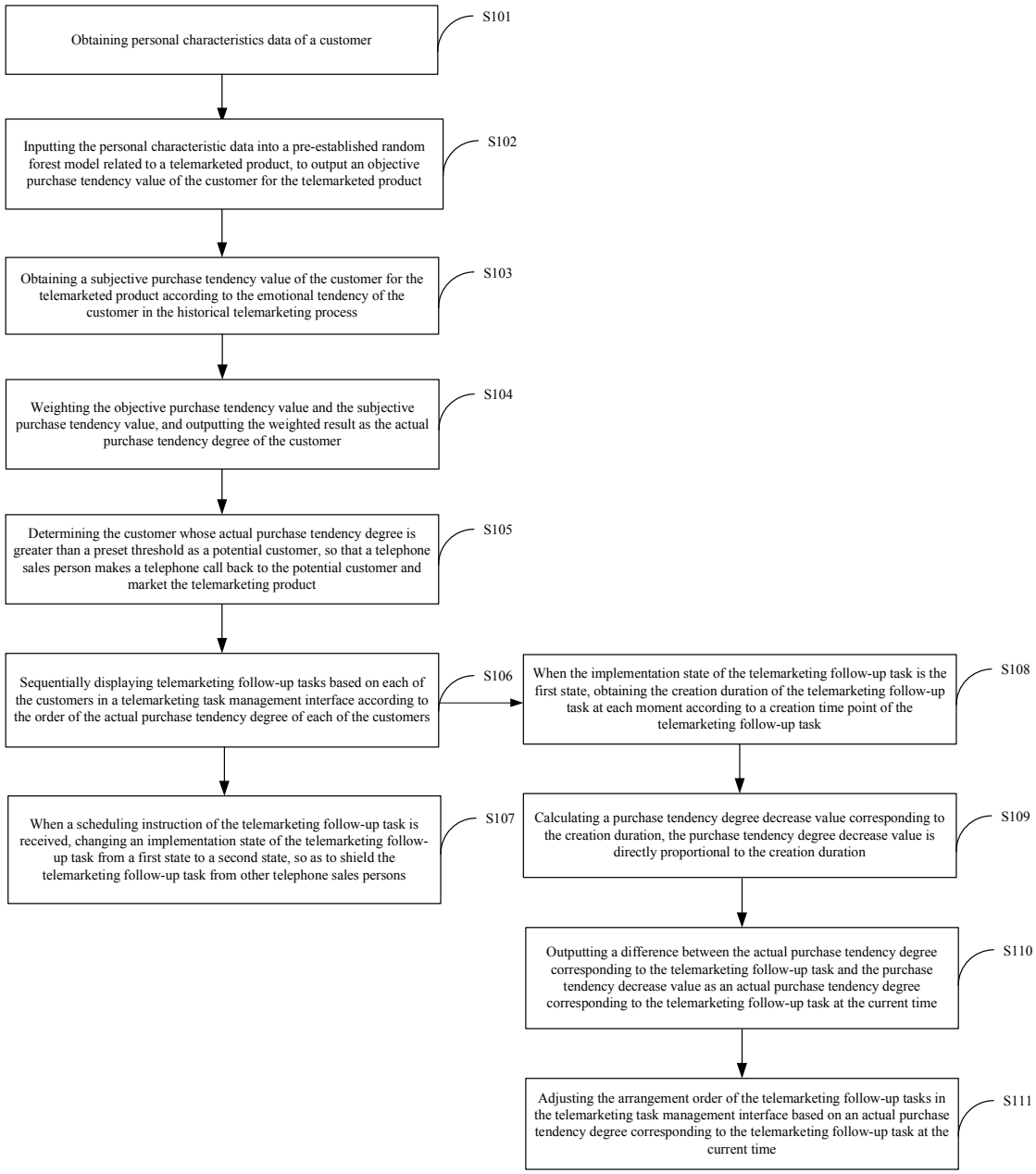

Obtaining personal characteristics data of a customer
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S104
Determining the customer whose actual purchase tendency degree is greater than a preset threshold as a potential customer, so that a telephone sales person makes a telephone call back to the potential customer and market the telemarketing product
S105
Sequentially displaying telemarketing follow-up tasks based on each of the customers in a telemarketing task management interface according to the order of the actual purchase tendency degree of each of the customers
S106
When a scheduling instruction of the telemarketing follow-up task is received, changing an implementation state of the telemarketing follow-up task from a first state to a second state, so as to shield the telemarketing follow-up task from other telephone sales persons
S107
When the implementation state of the telemarketing follow-up task is the first state, obtaining the creation duration of the telemarketing follow-up task at each moment according to a creation time point of the telemarketing follow-up task
S108
Calculating a purchase tendency degree decrease value corresponding to the creation duration, the purchase tendency degree decrease value is directly proportional to the creation duration
S109
Outputting a difference between the actual purchase tendency degree corresponding to the telemarketing follow-up task and the purchase tendency decrease value as an actual purchase tendency degree corresponding to the telemarketing follow-up task at the current time
S110
Adjusting the arrangement order of the telemarketing follow-up tasks in the telemarketing task management interface based on an actual purchase tendency degree corresponding to the telemarketing follow-up task at the current time
S111

FIG. 5

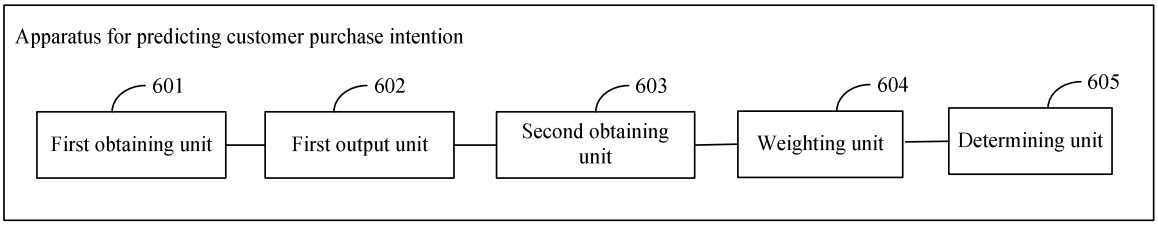

Apparatus for predicting customer purchase intention
601
First obtaining unit
602
First output unit
603
Second obtaining unit
604
Weighting unit
605
Determining unit

FIG. 6

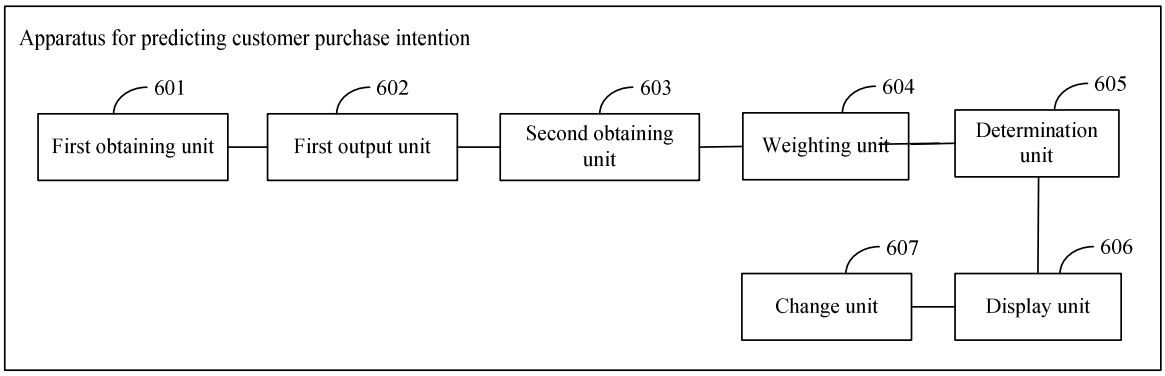


FIG. 7

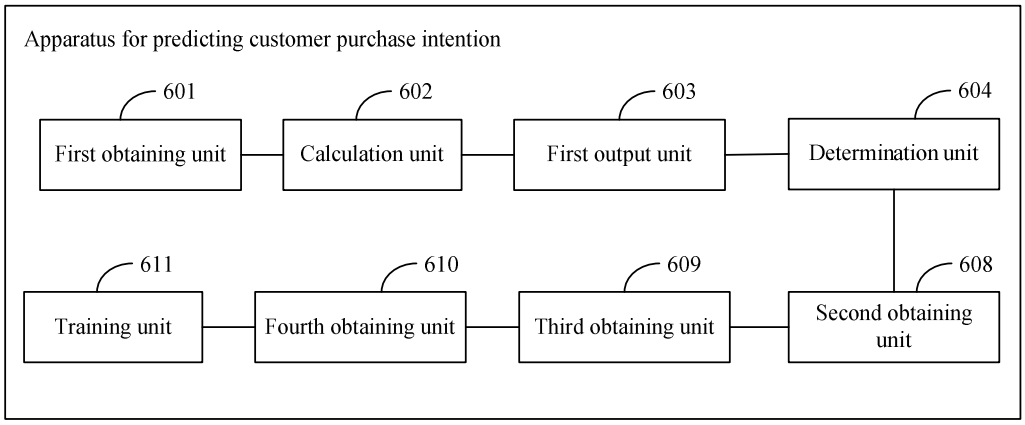


FIG. 8

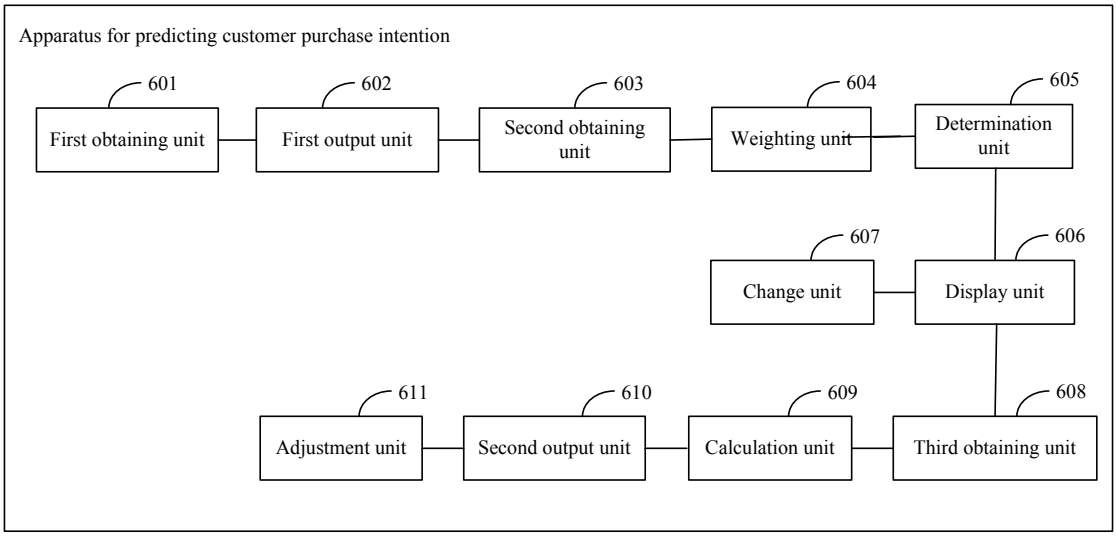


FIG. 9

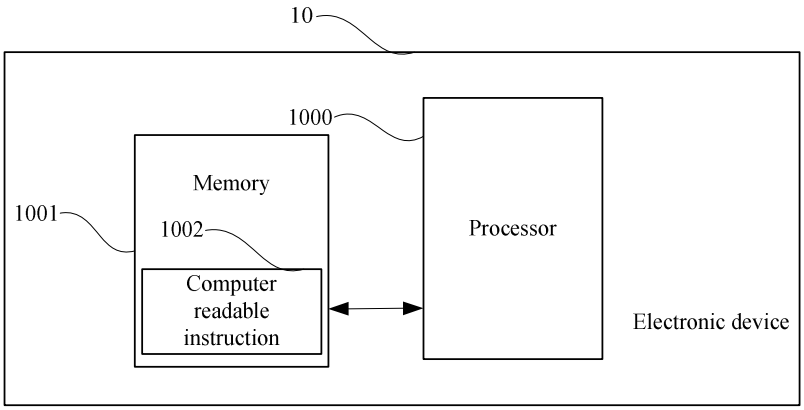

10
1000
Memory
1001
1002
Computer readable instruction
Processor
Electronic device

FIG. 10