USER INFORMATION MANAGEMENT DEVICE

ABSTRACT

To fill in missing information in customer information with supporting grounds.

A user information management device includes: user information storage means that stores, for each piece of user identification information, user personal information including any one or more of attribute information, purchase history information, skin information, health indicator information, and questionnaire response information that are related to a user identified by the user identification information; and user information registration means that, in a case where, in the user information storage means, missing information is present in any item of the user personal information associated with first user identification information, registers the missing information associated with the first user identification information based on information related to an item pertaining to the missing information associated with second user identification information having first item information identical or similar to the first item information included in the user personal information associated with the first user identification information.

FIG. 2