

ABSTRACT

A COMMUNICATIONS SERVER, A METHOD, A USER DEVICE, AN E-COMMERCE SERVER AND A SYSTEM

A communications server apparatus 102 comprising a microprocessor 116 and a memory 118, the communications server apparatus 102 being configured, under control of the microprocessor 116, to execute instructions 120 stored in the memory 118, to: determine an estimated time of arrival (ETA) for the delivery trip, determine a level of confidence for the ETA, determine a delivery time threshold based on a delivery distance for the delivery trip, determine a customer sensitivity factor based on historical transaction data for a user related to the delivery trip, and determine an ETA buffer time based on the level of confidence, the delivery time threshold and/or the customer sensitivity factor. Also, a method, a user device, an e-commerce server and system.

(Fig. 2)