CLAIMS

1. A point exchange system configured to exchange points which are handled in a first point system and a second point system and are different from one another by utilizing an electronic calculation device connected to a network, the point exchange system comprising:

a conversion-parameter storage part configured to store a plurality of conversion parameters including occupancy rates of a facility regarding a plurality of business types or business categories;

a conversion-parameter setting unit configured to set a conversion parameter corresponding to the respective points by selecting a first occupancy rate of the facility corresponding to the first point system and a second occupancy rate of the facility corresponding to the second point system from the plurality of conversion parameters;

a record-data acquisition unit configured to acquire record data corresponding to the first occupancy rate and the second occupancy rate;

an equivalent-point conversion unit configured to convert the respective points to equivalent points on the basis of the record data acquired by the record-data acquisition unit; and

an exchange unit configured to perform exchange on the basis of the equivalent points.

2. The point exchange system according to claim 1, wherein

the record data includes past operation record related to a product or a service which is exchangeable with each of the points.

3. The point exchange system according to claim 1, wherein

the record data includes prediction of future operation related to a product or a service which is exchangeable with each of the points.

4. The point exchange system according to any one of claims 1 to 3, wherein

the conversion-parameter storage part is configured to store a plurality of conversion parameters for each of the plurality of business types or business categories.

5. The point exchange system according to claim 4, wherein

the conversion-parameter storage part is configured to store a plurality of conversion parameters which belong to different perspectives, for each of the plurality of business types or business categories.

6. The point exchange system according to any one of claims 1 to 5, wherein

the equivalent-point conversion unit is configured to convert the equivalent points by standardizing the record data and multiplying the respective points by the standardized record data.

7. The point exchange system according to any one of claims 1 to 6, further comprising:

a correction unit configured to correct the equivalent points on the basis of disturbance factors related to the respective points.

8. The point exchange system according to any one of claims 1 to 7, wherein the record-data acquisition unit is configured to acquire the record data from big data.

9. A point exchange method of exchanging points which are handled in a first point system and a second point system and are different from one another by utilizing an electronic calculation device connected to a network, the point exchange method comprising:

storing in advance a plurality of conversion parameters including occupancy rates of a facility regarding a plurality of business types or business categories;

setting a conversion parameter corresponding to the respective points by selecting a first occupancy rate of the facility corresponding to the first point system and a second occupancy rate of the facility corresponding to the second point system from the plurality of conversion parameters;

acquiring record data corresponding to the first occupancy rate and the second occupancy rate;

converting the respective points to equivalent points on the basis of the acquired record data; and

performing exchange on the basis of the converted equivalent points.