(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
9 December 2004 (09.12.2004)

PCT

(10) International Publication Number
WO 2004/107121 A2

(51) International Patent Classification[7]: G06F

(21) International Application Number:
PCT/US2004/016400

(22) International Filing Date: 24 May 2004 (24.05.2004)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:

60/472,412	22 May 2003 (22.05.2003)	US
60/472,422	22 May 2003 (22.05.2003)	US
60/472,748	23 May 2003 (23.05.2003)	US
60/472,747	23 May 2003 (23.05.2003)	US

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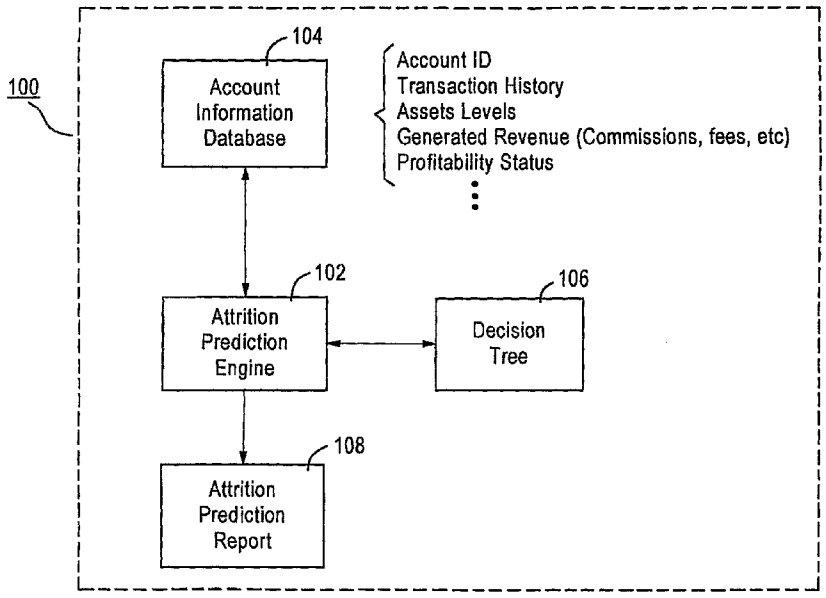
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(81) Designated States *(unless otherwise indicated, for every kind of national protection available)*: AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

(84) Designated States *(unless otherwise indicated, for every kind of regional protection available)*: ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PL, PT, RO, SE, SI,

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(54) Title: METHOD AND SYSTEM FOR PREDICTING ATTRITION CUSTOMERS



(57) Abstract: A method and system predict customers/accounts that are likely to become attrited based on predefined classification rules and customer data/account information associated with the customers/accounts. The classification rules are generated by parsing through historical customer data/account information to identify attrition customers/accounts and their associated attributes. Unique algorithm is used to determine attrition statuses of the customers or accounts. After the classification rules are generated, the rules are applied to new customer data or account information to predict customers or accounts that are likely to become attrited.

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SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— *without international search report and to be republished upon receipt of that report*

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