ABSTRACT

CUSTOMER RATING AS PART OF A CARD TRANSACTION

A method for allowing a merchant to rate a customer as part of a card transaction between the customer and the merchant, the method being performed in a merchant device, the method including: a) obtaining a card number for a payment card of the customer for use in the card transaction; b) obtaining a customer rating input by the merchant; c) generating a transaction message including: i) transaction details indicative of the card transaction, the transaction details including the card number; and ii) the customer rating; and d) transferring the transaction message to a server via a payment network, to thereby allow the server to: i) determine a customer identifier based on the card number; and ii) cause the customer rating to be stored in a ratings database in association with the customer identifier.

Fig. 1A