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(54) **Title:** SYSTEM AND METHOD FOR CREATING AN INTELLIGENT MEMORY AND PROVIDING CONTEXTUAL INTELLIGENT RECOMMENDATIONS

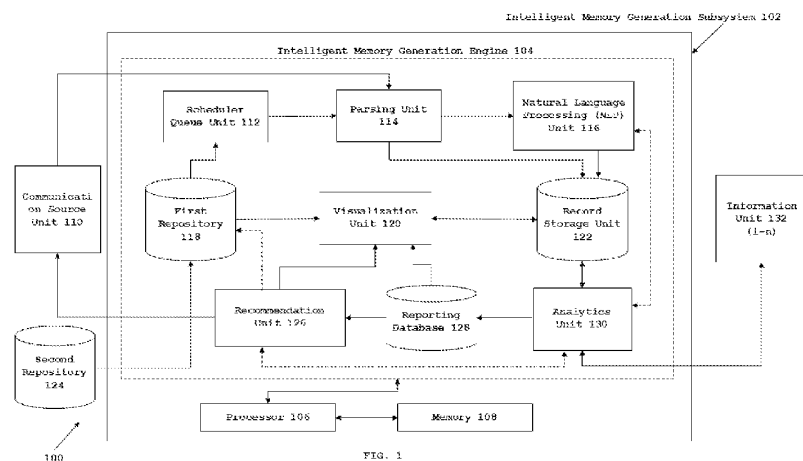


FIG. 1

(57) **Abstract:** A system (100) and a method creating an intelligent memory and providing contextual intelligent recommendations is provided. The invention provides extracting electronic communications data associated with active user data. Further, the invention provides performing a keyword tagging operation on conversation data present in the extracted electronic communications data based on a pre-generated keywords map. The invention provides generating a multi-relational model representative of conversation data associated with the electronic communications data in the form of graph nodes based on the keywords stored as the first tag and the second tag. The invention provides transmitting one or more electronic Recommendation Action Communication (RAC) with embedded application program interface calls based on the multi-relational model, the embedded application program interface calls enabling actions to be taken on information units via a single click.

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