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

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
6 May 2016 (06.05.2016)

WIPO | PCT

(10) International Publication Number
WO 2016/065417 A1

(51) International Patent Classification:
G06Q 30/02 (2012.01)

(21) International Application Number:
PCT/AU2015/050671

(22) International Filing Date:
27 October 2015 (27.10.2015)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
62/069,224 27 October 2014 (27.10.2014) US

(71) Applicant: **FLAMINGO VENTURES PTY LTD** [AU/AU]; Northpoint, Level 11, 100 Miller Street, North Sydney, New South Wales 2060 (AU).

(72) Inventors: **WALLACE, Catriona**; Northpoint, Level 11, 100 Miller Street, North Sydney, New South Wales 2060 (AU). **TRAJKOVSKI, Julie**; Northpoint, Level 11, 100 Miller Street, North Sydney, New South Wales 2060 (AU). **GAMMO, Angela**; Northpoint, Level 11, 100 Miller Street, North Sydney, New South Wales 2060 (AU).

(74) Agents: **BENNETT, Bill** et al.; Level 20, ANZ Centre, 324 Queen Street, Brisbane, Queensland 4000 (AU).

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

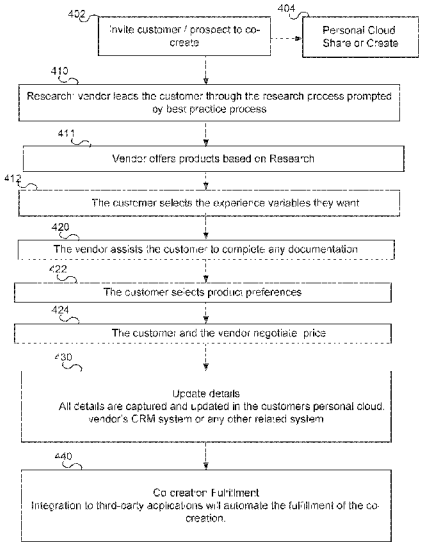
(84) Designated States *(unless otherwise indicated, for every kind of regional protection available)*: ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, ST, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, KM, ML, MR, NE, SN, TD, TG).

Published:

— *with international search report (Art. 21(3))*

(54) Title: CUSTOMER EXPERIENCE PERSONALISATION MANAGEMENT PLATFORM

FIG. 4



(57) Abstract: ABSTRACT Methods and systems for allowing multiple parties to coordinate, including a computer server in communication with a network and a database, the computer server configured to run the platform and allow a vendor user to, and invite a customer user to use the platform via the network. Also, research the customer user by sending questions to the customer user and receive responses to the questions from the customer user, wherein the questions include stored platform questions, and prompt the customer user to upload personal information from a personal networked storage. In addition, send the customer user a product preferences template, receive answers to the product preferences template from the customer user via the network, and offer products to the customer user based on the received responses.

WO 2016/065417 A1