ABSTRACT OF THE DISCLOSURE

SERVICE PROVIDING METHOD AND SERVICE PROVIDING SYSTEM

Provided is a service providing method and a service providing system capable of constructing a cooperation system of enabling a plurality of companies to mutually enjoy economical merits. The present service providing method and service providing system gathers various original user information such as reservation information and meal information of the user of a service receiver via a service provider storing a plurality of service receivers, processes the gathered original user information as anonymized user information, generates an analyzed information to be provided to a plurality of service providers based on an analyzed result of the anonymized user information, and outputting an advertising action instruction to the plurality of service providers via a communication unit such as an email.

Fig. 1