Title: SYSTEMS AND METHODS FOR PROVIDING A DYNAMIC INTERACTION ROUTER

Abstract: Systems and methods for providing intelligent routing of customer inquiries via multi-channel communication tools. A dynamic router is provided that embraces interaction and manages resources of a back end system out to a portal. Such interaction can be via a chat session, a webpage, a telephone, or another manner of communication. When an individual (e.g., a customer or other individual) comes to a portal, the individual is dynamically routed to the preferred channel based on one or more of a variety of factors. A set of rules, customer information, and intelligent analysis combine to dynamically determine how to martial the resources to best service the individual. The routing provides a tailored experience specific to the particular individual rather than a static behavior that everyone would experience, and ensures that the communication takes place in a language that is desired by the individual.
Published:
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**INTERNATIONAL SEARCH REPORT**

**A. CLASSIFICATION OF SUBJECT MATTER**

**IPC(8) -** H04L 12/50 (2008.04)

**USPC -** 370/356

According to International Patent Classification (IPC) or to both national classification and IPC

**B. FIELDS SEARCHED**

Minimum documentation searched (classification system followed by classification symbols)

USPC: 370/356

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

USPC: 370/356; 709/7; 8; 795/309; 795/222 (text search)

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

PubWEST (USPTO, PGPB, EPAB, JPAB), and Google Patent/Scholar

Search Terms Used: dynamic direct target advertisement marketing behavior history real time session

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

<table>
<thead>
<tr>
<th>Category</th>
<th>Citation of document, with indication, where appropriate, of the relevant passages</th>
<th>Relevant to claim No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y</td>
<td>US 2002/0026500 A1 (Karefsky et al.) 28 February 2002 (28.02.2002); entire document, especially; para 0027; Abstract and fig. 1-6</td>
<td>18, 20</td>
</tr>
<tr>
<td>Y</td>
<td>US 2005/0033841 A1 (Jha et al.) 10 February 2005 (10.02.2005); entire document, especially; para [0012], [0211], [0235]</td>
<td>20</td>
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Further documents are listed in the continuation of Box C.

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**Date of the actual completion of the international search**

07 November 2008 (07.11.2008)

**Date of mailing of the international search report**

21 Nov 2008

**Name and mailing address of the ISA/US**

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