



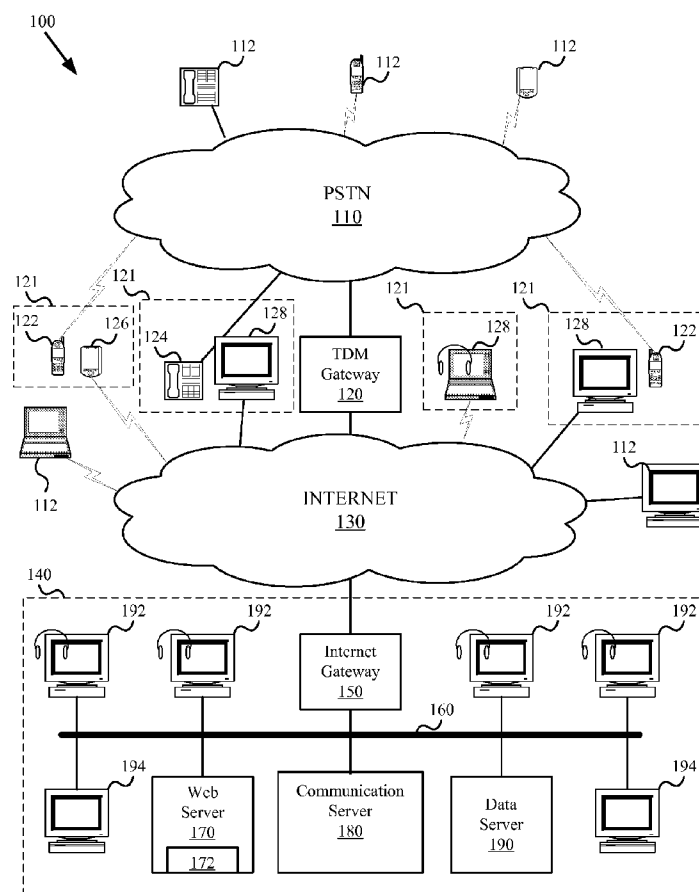
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(19) **United States**(12) **Patent Application Publication**  
**Purdy et al.**(10) **Pub. No.: US 2014/0143344 A1**(43) **Pub. Date: May 22, 2014**(54) **SYSTEMS AND METHODS FOR  
TRANSFERRING PERSONAL SESSION  
INFORMATION FOR TELEPHONIC USE**(52) **U.S. Cl.**  
CPC ..... **H04L 65/403** (2013.01)  
USPC ..... **709/205**(71) Applicant: **InsideSales.com, Inc.**, Provo, UT (US)(72) Inventors: **Thomas Jeffrey Purdy**, Springville, UT (US); **David Randal Elkington**, Springville, UT (US); **Matthew Coston Parker**, Spanish Fork, UT (US)(73) Assignee: **InsideSales.com, Inc.**, Provo, UT (US)(21) Appl. No.: **14/022,191**(22) Filed: **Sep. 9, 2013****Related U.S. Application Data**

(63) Continuation of application No. 11/955,149, filed on Dec. 12, 2007, now Pat. No. 8,566,419.

**Publication Classification**(51) **Int. Cl.**  
**H04L 29/06** (2006.01)(57) **ABSTRACT**

Disclosed herein are systems and associated methods for operating web interactive services in conjunction with communication services, linking the communication with the interaction by means of a session-specific identifier such as a telephone number. During the course of a web session, user interaction information may be collected, that information potentially indicating subjects of interest to a user associated with the session-specific identifier. In the event the user uses the identifier make a contact regarding the information, the identifier can be used to associate the interaction information and subjects of interest, such that the contact may have that information and those subjects available to assist a user making contact. Interaction and subject information may also be used to customize the interaction with a contacting user with regard to the routing of a telephone call, a greeting, a product or service offering, or other communication.



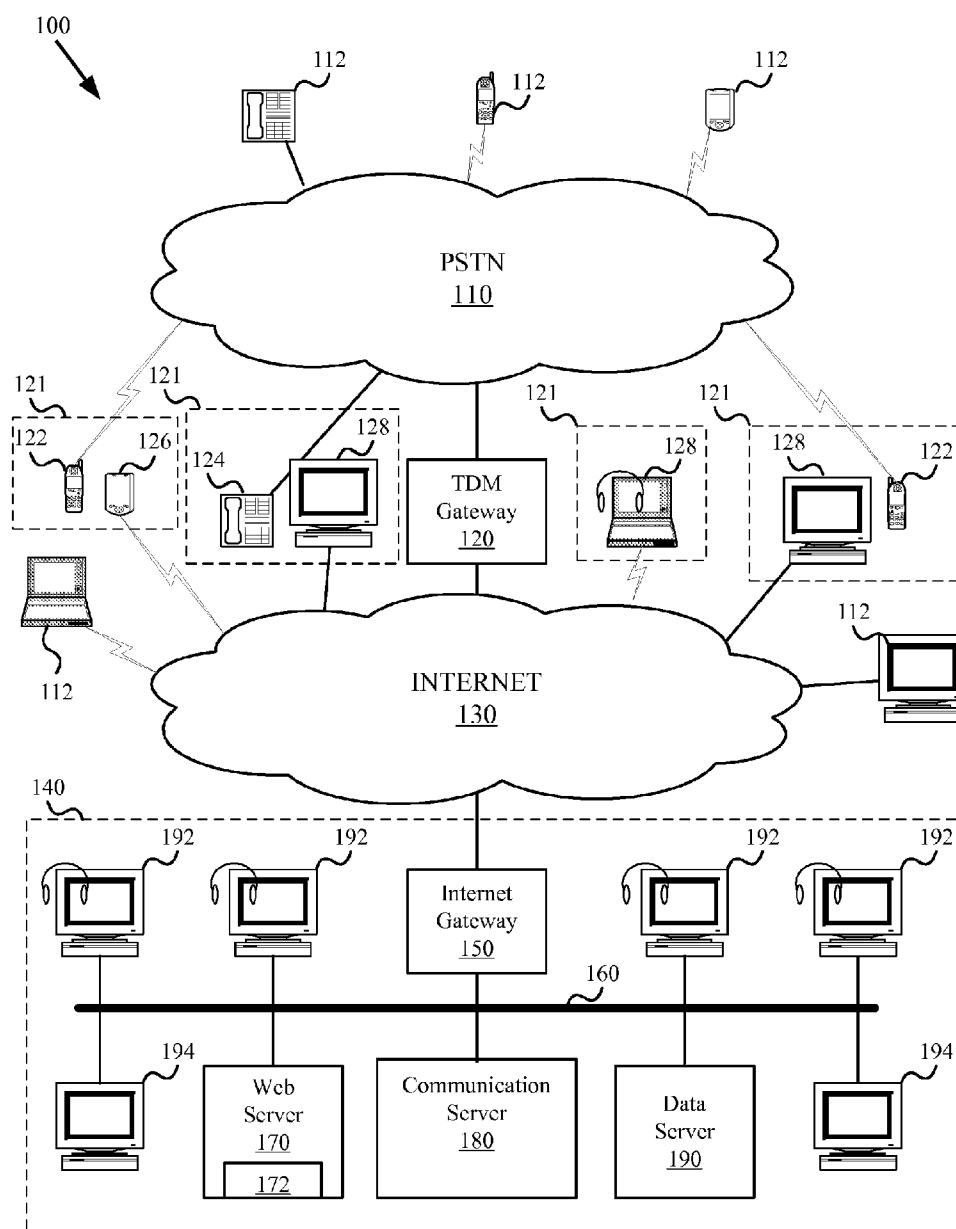


Figure 1

## Contact Us

	<u>Phone</u>	<u>Email</u>
White Paper	1-800-555-1212 ext. 3271	<a href="mailto:whitepaper327@insidesales.com">whitepaper327@insidesales.com</a>
Free Trial	1-800-555-1212 ext. 3272	<a href="mailto:freetrial327@insidesales.com">freetrial327@insidesales.com</a>
Customer Support	1-800-555-1212 ext. 3273	<a href="mailto:support327@insidesales.com">support327@insidesales.com</a>
Sales	1-800-555-1212 ext. 3274	<a href="mailto:sales327@insidesales.com">sales327@insidesales.com</a>

600  
↙

Figure 6

↑  
610a

↑  
610b

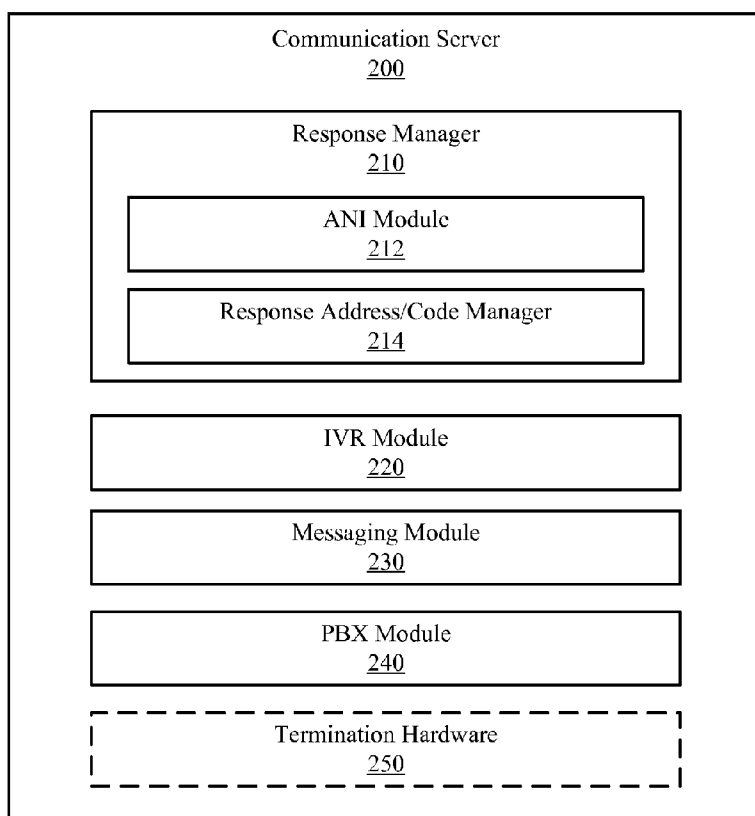


Figure 2

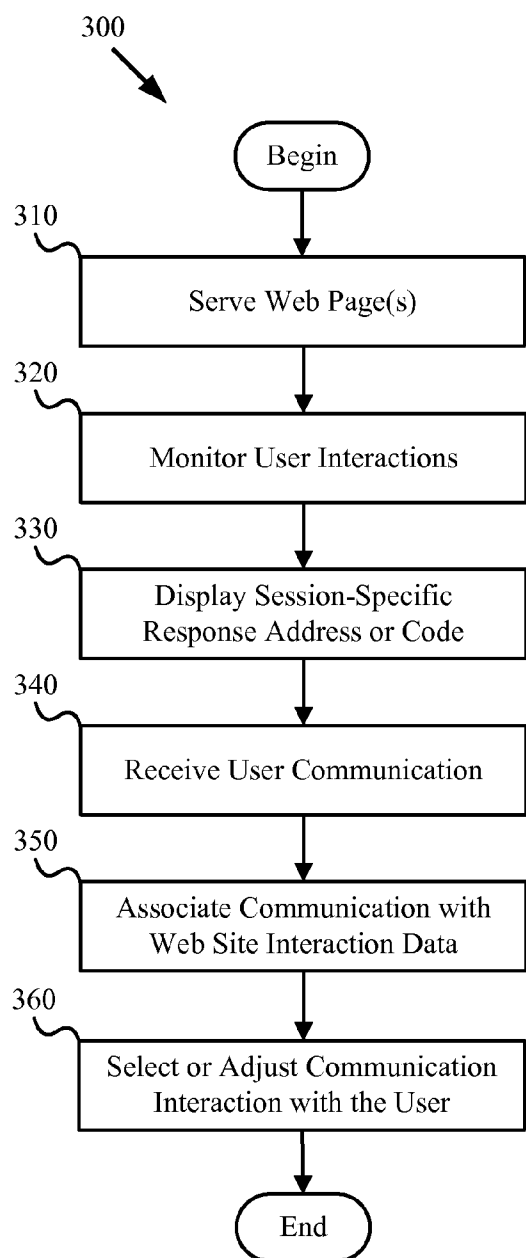


Figure 3

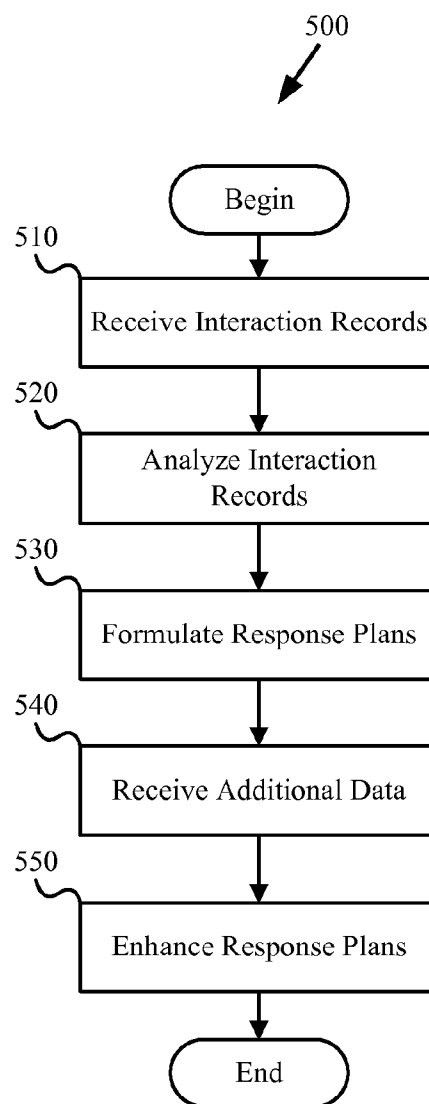


Figure 5

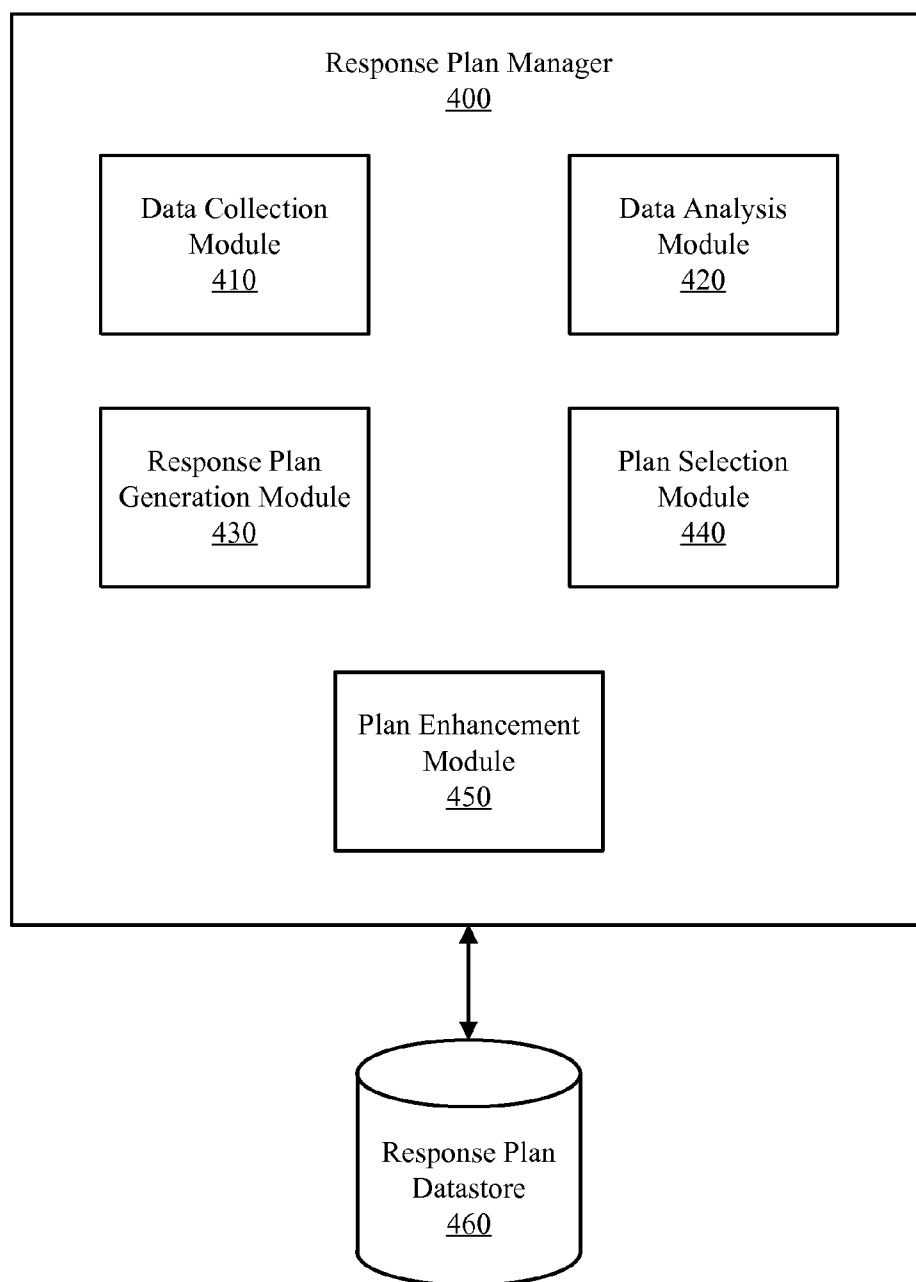


Figure 4

## SYSTEMS AND METHODS FOR TRANSFERRING PERSONAL SESSION INFORMATION FOR TELEPHONIC USE

### CROSS-REFERENCE TO RELATED APPLICATIONS

[0001] This application is a continuation of U.S. patent application Ser. No. 11/955,149 filed Dec. 12, 2007, which is hereby incorporated by reference.

### BACKGROUND

[0002] This invention relates generally to mapping web site interaction data to user communications and more particularly relates to means and methods for leveraging web site interaction data in responding to user communications.

[0003] Enterprises often have web pages where users can browse and view information related to their interests and needs. Such browsing may generate user initiated communication. However, enterprises are typically unaware of the interests and needs of a particular user when responding to user communications. In particular, enterprises have not had the ability to relate user communications to a user's web site interaction data.

### BRIEF SUMMARY

[0004] The present invention has been developed in response to the present state of the art, and in particular, in response to the problems and needs in the art that have not yet been fully solved by currently available communication response and tracking systems and methods. Accordingly, the present invention has been developed to provide systems and methods for relating web site interaction data to user communications and optimizing responses to user communications that overcome shortcomings in the art.

[0005] In one aspect of certain embodiments of the present invention, a system to enhance communications with a user includes a web server that provides a web page to a user and collects web site interaction data during at least one browsing session. The web page may include a session-specific response address or response code that enables the system to associate web site interaction data with communications from the user. The response address may be a telephone number, email address, text messaging address, instant messaging address, or the like. In certain embodiments, the session-specific response address or code may be service-specific. For example, a response address for customer support may be different than a response address for the sales department.

[0006] The communication server may associate the communication from the user with the web site interaction data and select or adjust interaction with the user according to the web site interaction data. For example, the system may select or adjust a particular action such as routing the communication, providing a greeting to the user, selecting an ACD plan, selecting an IVR menu, offering a product to the user, offering a service to the user, conducting a survey, communicating a particular message to the user, and presenting user related data to an agent, based on the web site interaction data.

[0007] In another aspect of certain embodiments of the present invention, a method to enhance responses to user communications includes receiving a communication from a user via a session-specific response address that was provided to the user via a web page, and associating the communication with the user with web site interaction data collected for the

user during one or more browsing sessions in which the user visited the web page. The method may also include selecting or adjusting interaction with the user according to the web site interaction data. The selected or adjusted interaction may include routing the communication from the user, selecting a response message, providing a greeting to the user, selecting an ACD plan, selecting an IVR menu, offering a product to the user, offering a service to the user, and conducting a survey.

[0008] The method may also include serving a web page with the session-specific response address or response code included within the web page. The session-specific response address may be a telephone number (which may include an extension number), an email address, a text-messaging address, an instant messaging address, or the like. The session-specific response code may be a session-identifier, a user identifier, or the like. The session-specific response address or response code may be returned to an available pool upon completion of the current browsing session and any associated communications with the user.

[0009] In certain embodiments, the method includes retrieving additional data for the user such as reverse lookup data, credit check data, web site data, web site rank information, do-not-call registry data, data from a CRM database, and background check data.

[0010] In another aspect of certain embodiments of the present invention, a method to provide enhanced user data includes receiving web site interaction data for a user collected during one or more browsing sessions in which the user visited a web page, and receiving user-specific data collected in conjunction with one or more communications by the user to a session-specific response address. The session-specific response address may be provided to the user via the web page during the session in which the user visits the web page. The method may further include merging the user-specific data with the web site interaction data to provide enhanced user data, and storing the enhanced user data. In one embodiment, the session specific response address is a telephone number.

[0011] The methods described herein may be embodied as a computer program product or computer readable medium bearing computer usable program codes executable to perform operations to accomplish the described methods. It should also be noted that references throughout this specification to features, advantages, or similar language does not imply that all of the features and advantages that may be realized with the present invention should be or are in any single embodiment of the invention. Rather, language referring to the features and advantages is understood to mean that a specific feature, advantage, or characteristic described in connection with an embodiment is included in at least one embodiment of the present invention. Thus, discussion of the features and advantages, and similar language, throughout this specification may, but do not necessarily, refer to the same embodiment.

[0012] Furthermore, the described features, advantages, and characteristics of the invention may be combined in any suitable manner in one or more embodiments. One skilled in the relevant art will recognize that the invention may be practiced without one or more of the specific features or advantages of a particular embodiment. In other instances, additional features and advantages may be recognized in certain embodiments that may not be present in all embodiments of the invention.

[0013] These features and advantages will become more fully apparent from the following description and appended claims, or may be learned by the practice of the invention as set forth hereinafter.

#### BRIEF DESCRIPTION OF THE DRAWINGS

[0014] In order that the advantages of the invention will be readily understood, a more particular description of the invention briefly described above will be rendered by reference to specific embodiments that are illustrated in the appended drawings. Understanding that these drawings depict only typical embodiments of the invention and are not therefore to be considered to be limiting of its scope, the invention will be described and explained with additional specificity and detail through the use of the accompanying drawings, in which:

[0015] FIG. 1 is a schematic block diagram illustrating one embodiment of a communication system in accordance with the present invention;

[0016] FIG. 2 is a schematic block diagram illustrating one embodiment of a communication server in accordance with the present invention;

[0017] FIG. 3 is a schematic flow chart diagram illustrating one embodiment of a communication response method in accordance with the present invention;

[0018] FIG. 4 is a schematic block diagram illustrating one embodiment of a response plan manager in accordance with the present invention;

[0019] FIG. 5 is a schematic flow chart diagram illustrating one embodiment of a response plan generation method in accordance with the present invention; and

[0020] FIG. 6 is a text diagram illustrating one embodiment of a response address dialog in accordance with the present invention.

#### DETAILED DESCRIPTION

[0021] Many of the functional units described in this specification have been labeled as modules, in order to more particularly emphasize their implementation independence. For example, a module may be implemented as a hardware circuit comprising custom VLSI circuits or gate arrays, off-the-shelf semiconductors such as logic chips, transistors, or other discrete components. A module may also be implemented in programmable hardware devices such as field programmable gate arrays, programmable array logic, programmable logic devices or the like.

[0022] Modules may also be implemented in software for execution by various types of processors. An identified module of executable code may, for instance, comprise one or more physical or logical blocks of computer instructions which may, for instance, be organized as an object, procedure, or function. Nevertheless, the executables of an identified module need not be physically located together, but may comprise disparate instructions stored in different locations which, when joined logically together, comprise the module and achieve the stated purpose for the module.

[0023] Indeed, a module of executable code may be a single instruction, or many instructions, and may even be distributed over several different code segments, among different programs, and across several memory devices. Similarly, operational data may be identified and illustrated herein within modules, and may be embodied in any suitable form and organized within any suitable type of data structure. The operational data may be collected as a single data set, or may

be distributed over different locations including over different storage devices, and may exist, at least partially, merely as electronic signals on a system or network.

[0024] Reference throughout this specification to “one embodiment,” “an embodiment,” or similar language means that a particular feature, structure, or characteristic described in connection with the embodiment is included in at least one embodiment of the present invention. Thus, appearances of the phrases “in one embodiment,” “in an embodiment,” and similar language throughout this specification may, but do not necessarily, all refer to the same embodiment.

[0025] Reference to a signal bearing medium or computer-readable medium may take any form capable of generating a signal, causing a signal to be generated, or causing execution of a program of machine-readable instructions on a digital processing apparatus. A signal bearing medium may be embodied by a transmission line, a compact disk, digital-video disk, a magnetic tape, a Bernoulli drive, a magnetic disk, a punch card, flash memory, integrated circuits, or other digital processing apparatus memory device.

[0026] Furthermore, the described features, structures, or characteristics of the invention may be combined in any suitable manner in one or more embodiments. In the following description, numerous specific details are provided, such as examples of programming, software modules, user selections, network transactions, database queries, database structures, hardware modules, hardware circuits, hardware chips, etc., to provide a thorough understanding of embodiments of the invention. One skilled in the relevant art will recognize, however, that the invention may be practiced without one or more of the specific details, or with other methods, components, materials, and so forth. In other instances, wellknown structures, materials, or operations are not shown or described in detail to avoid obscuring aspects of the invention.

[0027] FIG. 1 is a schematic block diagram illustrating one particular embodiment of a communication system 100 in accordance with the present invention. As depicted, the communication system 100 includes various components such as a public switched telephone network (PSTN) 110, user communication and/or computing devices 112, a TDM gateway 120 connecting the PSTN to an internet 130, remote agent stations 121, workstations 128, a call center 140, an internet gateway 150 connecting a local area network 160 to the internet 130, and various servers such as a web server 170, a response server 180, and a data server 190, local agent workstations 192, and control workstations 194. In certain embodiments, the system 100 may also include an analytics server (not shown) that analyzes user interactions with websites, IVR menus, and the like, and assesses the user's needs and interests. The particular embodiment 100 is one example of components that can be operably interconnected to provide a communication response system wherein the components function collaboratively to improve response success rates.

[0028] In the depicted embodiment, the remote agent stations 121 include wireless phones 122, wired phones 124, wireless computing devices 126, and workstations 128. In certain embodiments, the wireless phones 122 or the wired phones 124 maybe VOIP phones. In some embodiments, the computing devices 126 or the workstation 128 may be equipped with a soft phone. The remote agent stations 121 enable agents to provide services from remote locations similar to agents stationed at the workstations 192 and directly connected to the local area network 160.

[0029] In one embodiment, the local area network 160 resides within a call center 140 that uses VoIP and other messaging services to communicate with users connected to the PSTN 110 and/or the internet 130. The various servers in the call center 140 function cooperatively to receive communications from users, provide customer data to agents via agent terminals such as the local agent workstations 192 and the remote agent stations 121, and connect the agents to the users. The users may be connected to the PSTN 110, the internet 130, or the like.

[0030] The web server 170 may provide one or more web forms 172 to users via browser displayable web pages. The web forms may be displayed to the users via a variety of communication and/or computing devices 112 including phones, laptop computers, desktop computers, media players, and the like that are equipped with a browser. In the depicted embodiment, the web forms 172 provide a session-specific response address or response code to the user that enables the communication system 100 to identify the user and associate web site interaction data collected during a during one or more browsing sessions in which the user visits the web page. The response address may be a telephone number.

[0031] The communication server 180 may associate communication from the user with the web site interaction data. In one embodiment, communication to the session-specific response address is automatically associated with the user. In another embodiment, the user provides a session-specific response code that enables the communication server to associate communication from the user with the web site interaction data.

[0032] The communication server may select or adjust interactions with the user based on the web site interaction data. In one embodiment, the communication server 180 selects a response plan to user communications based on the web site interaction data. The response plan may include initiating a variety of actions such as routing the telephone call, providing a greeting to the user, selecting an IVR menu, offering a product to the user, offering a service to the user, conducting a survey, communicating a particular message to the user, and presenting user related data to an agent.

[0033] The communication server 180 or the like, may deliver information on the user to an agent to enable the agent to achieve a particular objective such as establishing a relationship with the user, thanking the user for their interest in a product, answering questions from the user, informing the user of a product or service offering, selling a product or service, surveying the user on their needs and preferences, and providing support to the user. The communication server 180 may deliver the information to the agent using a variety of delivery services such as email services, instant messaging services, short message services, enhanced messaging services, text messaging services, telephony-based text-to-speech services, and multimedia delivery services. The agent terminals 121 or 192 may visually or sonically present the information on the user and enable the agent to communicate with the user.

[0034] The data server 190 or the like may retrieve additional data associated with the user such as additional web analytics data, reverse lookup data, credit check data, web site data, web site rank information, do-not-call registry data, data from a CRM database, and background check data. The data server may store the collected data in a datastore and associate

the user data with web site interaction data provided by the web server 170, a third party analytics service, or the like.

[0035] FIG. 2 is a schematic block diagram illustrating one embodiment of a communication server 200 in accordance with the present invention. As depicted, the communication server 200 includes a response manager 210, an IVR module 220, a messaging module 230, a PBX module 240, and termination hardware 250. The response server 200 enables an agent to communicate with a user in conjunction with a response plan. The response server 200 is one example of the response server 180 depicted in FIG. 1.

[0036] The response manager 210 responds to user communications. In one embodiment, responses occur according to a response plan. The response manager 210 may respond to user communications via the IVR module 220, the messaging module 230, or the like. The IVR module 220 enables interactive communications with a user without requiring agent interaction. In one embodiment, the response manager 210 directs the IVR module 220 to provide a selected menu to the user. The messaging module 230 sends and receives messages to agents and users. The messaging module 230 may conduct interactive communications with the user either with or without the use of an agent. The messaging module 230 may leverage one or more delivery or messaging services such as email services, instant messaging services, short message services, and enhanced messaging services.

[0037] The PBX module 240 connects a private phone network to the public switched telephone network (PSTN) or the like. The response manager 210 may direct the PBX module 240 to connect a line on the private phone network with a number on the PSTN or internet. The termination hardware 250 routes calls from a local network to the public switched telephone network (PSTN). In one embodiment, the termination hardware 250 interfaces to conventional phone terminals. The response manager 210 may use the PBX module 240 or the termination hardware 250 to connect a user to an agent.

[0038] The response manager 210 may include an automatic number identification (ANI) module 212 that identifies session-specific telephone numbers that were called by users. The response manager 210 may also include a response address or response code manager 214 that identifies session-specific responses addresses or codes used by users when communicating to the system 100 or the like. In certain embodiments, the session-specific telephone number, response addresses, and response codes may be returned by the modules 212 and 214 to an available pool of numbers, addresses, and codes when communications with a user are completed.

[0039] FIG. 3 is a schematic flow chart diagram illustrating one embodiment of a communication response method 300 in accordance with the present invention. As depicted, the communication response method 300 includes providing 310 one or more web pages, monitoring 320 user interactions on the web pages, displaying 330 a session-specific response address or code, receiving 340 a communication from a user, associating 350 the communication with web site interaction data for the user, and adjusting 360 communication interaction with the user. The communication response method 300 improves responses to user communications.

[0040] Providing 310 one or more web pages may include serving web pages related to an enterprise such as information pages, product pages, customer support pages, event pages, and contact pages. Monitoring 320 user interactions on the web pages may include collecting data as to which pages



and elements of the web pages the user interacts with. In one embodiment, user interactions are collected for the pages served by an enterprise as well as related pages such as competitor pages. The user interactions may be collected for a current browsing session and/or accumulated across multiple browsing sessions. In certain embodiments, the user interactions are collected by a third party service.

**[0041]** Displaying **330** a session-specific response address or code may include inserting a response address or code on a web page served to a particular user. Examples of a response address include an email address, a text-messaging address, an instant messaging address, and a telephone number. The response code may correspond to a session identifier. The response address or code may be session-specific in order to facilitate identification of a user that is communicating in response to a browsing session. The use of a session-specific response address or code enables identification of users while using a limited number of response addresses or codes. In certain embodiments, the response addresses or codes may be limited to a maximum number of anticipated browsers.

**[0042]** The depicted method continues by receiving **340** a communication from a user. The communication may be received via the session-specific response address provided to the user. In one embodiment, the session-specific response address is a telephone number. Associating **350** the communication with web site interaction data for the user enables selecting or adjusting **360** communication interaction with the user according to user interests or needs as captured by the web site interaction data. Examples of communication interaction that may be selected or adjusted include routing the communication, selecting a response message, providing a greeting, selecting an ACD plan, selecting an IVR menu, offering a product, offering a service, and conducting a survey.

**[0043]** In addition to associating communication with web site interaction data the method **300** may retrieve additional user data from a variety of sources that could enable improved selection of a response plan and/or improved success rates for achieving a particular purpose when responding to a user. Examples of additional data include additional web analytics data, reverse lookup data, credit check data, do-not-call registry data, data from a CRM database, and background check data.

**[0044]** In certain embodiments, the system **100** and method **300** may select a preferred response plan that directs responses to user communications and facilitates interactions that are known to improve user experiences and success rates. In one embodiment, selecting a preferred response plan includes correlating the web site interaction data and additional user data with statistical data associated with a variety of response plans and selecting the response plan with the highest correlation as the preferred response plan.

**[0045]** The preferred response plan may include a queuing strategy for handling communications with the user. For example, the queuing strategy may select an agent based on the demographic data of the user and the location of the user. Implementing a queuing strategy may improve response success rates.

**[0046]** In certain embodiments, communication interaction with the user includes presenting information regarding the user to an agent. The information may be visually or sonically presented. The information may include analytics information that indicates potential needs and interests of the user. The information presented to the agent may be delivered

using a variety of delivery services such as email services, instant messaging services, short message services, enhanced messaging services, text messaging services, telephony-based text-to-speech services, and multimedia delivery services. In certain embodiments, additional interaction data that is manually or automatically collected during the user communications is provided to an analytics service or server. Providing such additional interaction data may improve the usefulness of the analytics data and associated service.

**[0047]** FIG. 4 is a schematic block diagram illustrating one embodiment of a response plan manager **400** in accordance with the present invention. As depicted, the response plan manager includes a data collection module **410**, a data analysis module **420**, a response plan generation module **430**, a plan selection module **440**, and a plan enhancement module **450**. The response plan manager facilitates generation and selection of a preferred response plan for responding to user communications.

**[0048]** The data collection module **410** may aggregate response records or other data corresponding to responses to user communications. The response records or other data may include information that specifies the time, manner, and outcome of the responses as well as user information and web site interaction information. The data analysis module **420** may analyze the response records to find correlations between the response outcome information and other information such as the time information, user information, web site interaction information, and response method information.

**[0049]** The response plan generation module **430** may receive the correlations and formulate a variety of response plans that reflect the statistical correlations between outcomes and the other information contained in the response records. In one embodiment, users with correlated data may be assigned to a group and a response plan is generated for that group along with mean and variance information for specific information fields that may be used to correlate and compare other users with the group.

**[0050]** The plan selection module **440** may receive web site interaction data for a particular user, correlate the data with statistical data associated with a number of available response plans and select a preferred response plan from the available response plans. A response plan datastore **460** may store the response plans and data associated with the response plans such as statistical data.

**[0051]** The plan enhancement module **450** may receive and analyze additional response records including associated customer data and determine if adjustments to the response plans may result in enhanced performance for the response system **100** or the like. In certain embodiments, the plan enhancement module **450** may randomize a response plan to increase response success, and/or partition the response plans into parts and combine the parts to create hybrid response plans. For example, the response plans may be partitioned into response methods and response purpose, each of which may be correlated to specific attributes from response records to create multiple subplans for various response methods and response purposes. The subplans for various response methods and response purposes may then be combined into a number of hybrid plans that each meet the needs of specific populations. One of skill in the art will appreciate that other forms of optimization not disclosed herein that are familiar to those of skill in the art may be conducted by the plan enhancement module **450**.

[0052] FIG. 5 is a schematic flow chart diagram illustrating one embodiment of a response plan generation method 500 in accordance with the present invention. As depicted, the response plan generation method 500 includes receiving 510 response records, analyzing 520 the response records, formulating 530 one or more response plans, receiving 540 additional data, and enhancing 550 the response plans.

[0053] Receiving 510 response records may include receiving response records corresponding to responses for one or more web forms. In certain embodiments, the response records include time information, user information, web site interaction information, response method information, and outcome information.

[0054] Analyzing 520 the response records may include finding correlations between the outcome information and the time information, user information, and response method information. Formulating 530 one or more response plans may include using the correlations to formulate a set of response plans intended to improve contact successes.

[0055] The method 500 may also include analyzing 540 additional response records and enhancing 550 the response plans. In certain embodiments, enhancing 550 includes randomizing response plans and/or partitioning the response plans to facilitate hybridization. In one embodiment, enhancing 550 includes detecting if a response plan is yielding substantially inferior results to a default plan, scrapping the plan if the results are substantially inferior to the default plan, and building a new response plan to replace the inferior response plan. The default plan may be a response plan that is used if little information is known about a user.

[0056] FIG. 6 is a text diagram illustrating one embodiment of a response address dialog 600 in accordance with the present invention. As depicted, the response address dialog 600 includes various session-specific response addresses 610 including a variety of telephone addresses or numbers 610a and a variety of email addresses 610b. In the depicted embodiment, a current browsing session identifier of '327' is embedded within each response address 610. The session-specific response addresses 610 enables an enterprise to provide customized responses to user communications. In the depicted embodiment, the response addresses 610 are service-specific as well as session-specific. Using response addresses that are service-specific as well as session-specific enables an enterprise to provide highly customized responses to user communications with a limited number of response addresses or codes.

[0057] The present invention may be embodied in other specific forms without departing from its spirit or essential characteristics. The described embodiments are to be considered in all respects only as illustrative and not restrictive. The scope of the invention is, therefore, indicated by the appended claims rather than by the foregoing description. All changes which come within the meaning and range of equivalency of the claims are to be embraced within their scope.

What is claimed:

1. A communication server usable within a system adapted for associating a limited number of telephone numbers within a limited number of possible numbers within a public telephonic addressing scheme with users interacting with a website, the telephone numbers being preselected from an entity managing a public telephone system, the telephone system supplying a means whereby members of the public can call and communicate audibly with receiving others, the system using telephone numbers that provide a means of the selection

of a destination for the placement of those calls, the system including a web server configured to interact with users over a network, the system further including a memory containing a pool of preselected telephone numbers secured within the public telephone system, each telephone number within the pool conforming to the public telephonic addressing scheme allowing for the selection of the destination of a call by a calling party, the web server being further configured to provide web pages to individual users in the context of browsing sessions, the web server maintaining for each browsing session a session-specific identifier and optionally a history as to which pages and elements of web pages were served to users associated with particular session-specific identifiers, those histories not necessarily containing any further identifying information other than that need to separate individual browsing sessions, the web server being further configured to perform the selection of a telephone number from the pool of preselected telephone numbers secured within the public telephone system allowing for the selection of the destination of a telephone call by a browsing party, and following such a selection of a telephone number associating that number to a browsing session by way of a maintained session-specific identifier and making the selected telephone number available to a user interacting with the web server in connection with a browsing session, the web server being further configured to serve customized web pages within a browsing session to which a session-specific identifier has been associated, the web server being further configured to record web site interaction data within the context of a browsing session to which a session-specific identifier has been associated, the web server being further configured to provide recorded web site interaction data in reference to a telephone number that has been selected from the pool of preselected telephone numbers secured within the public telephone system to said communication server, said communication server comprising:

- a telephonic receiver connected to a public telephonic communications system, said telephonic receiver adapted to receive incoming telephone calls from outside persons using a plurality of the pool of preselected telephone numbers, said telephonic receiver being further adapted to identify an incoming telephone call by the telephone number used by a calling outside person;
- a data receiver connected through a network to a store for which web site interaction data has been recorded, said data receiver being adapted to receive recorded web site interaction data that has been associated to a session-specific identifier, wherein in the course of said receiving the association between the session-specific identifier and the web site interaction data is maintained; and
- a response manager adapted to select or adjust a telephonic interaction with an outside person making an incoming telephone call at one of the pool of preselected telephone numbers, said telephonic interaction being dependent upon the web site interaction data associated to the telephone number used by the outside person to initiate the incoming telephone call;

wherein said communication server is further configured to perform a lookup of web site interaction data associated to a telephone call received through said telephonic receiver, whereupon by the lookup of web site interaction data said communication server may associate earlier-entered web site interaction data to a person who is later placing a telephone call at the one or more of the pool of preselected telephone numbers, and wherein

through said response manager a person who is later placing a telephone call may be presented with a telephonic conversation selected or adapted for his personal qualities and information as received through his interaction with the web site.

2. A communication server according to claim 1, further comprising a store containing web site interaction data, said store being further connected to a network to which said data receiver is connected and by which network said store is operable to receive web site interaction data from the web server and provide received web site interaction data to said data receiver.

3. A communication server according to claim 1, further comprising an IVR module through which an incoming caller may interact with said communication server without the immediate presence of an agent.

4. A communication server according to claim 3, wherein said response manager is configured to control said IVR module such that a menu may be presented to an incoming caller that is selected on the basis of the interaction data associated with the telephone number used by the incoming caller in the initiation of contact with said telephonic receiver.

5. A communication server according to claim 1, wherein said telephonic receiver further comprises a PBX module, and further wherein said response manager directs said PBX module to route a telephone call originating from an outside person to a specific line on a private phone network on the basis of the content of the web site interaction data associated to the telephone number used by the outside person to initiate the incoming telephone call.

6. A communication server according to claim 1, wherein said telephonic receiver is further configured to select an ACD plan on the basis of the content of the web site interaction data associated to the telephone number used by the outside person to initiate the incoming telephone call, whereby the ACD plan will be presented to an agent selected to interact vocally with the outside person.

7. A communication server according to claim 1, wherein the web site interaction data received by said data receiver are each referenced by a session-specific identifier that contains the associated telephone number from the pool of preselected telephone numbers stored within the memory, whereby the web site interaction data of a particular user may be directly referenced in a lookup using the telephone number of an incoming telephone call.

8. A communication server according to claim 1, wherein the web site interaction data received by said data receiver are each referenced by a session-specific identifier that does not contain a telephone number from the pool of preselected telephone numbers stored within the memory, whereby the web site interaction data of a particular user may be indirectly referenced in a lookup using the telephone number of an incoming telephone call against a further relational database of telephone numbers and session-specific identifiers.

9. A communication server usable within a system adapted for associating a limited number of telephone numbers within a limited number of possible numbers within a public telephonic addressing scheme with users interacting with a website, the telephone numbers being preselected from an entity managing a public telephone system, the telephone system supplying a means whereby members of the public can call and communicate audibly with receiving others, the system using telephone numbers that provide a means of the selection of a destination for the placement of those calls, the system

including a web server configured to interact with users over a network, the system further including a memory containing a pool of preselected telephone numbers secured within the public telephone system, each telephone number within the pool conforming to the public telephonic addressing scheme allowing for the selection of the destination of a call by a calling party, the web server being further configured to provide web pages to individual users in the context of browsing sessions, the web server maintaining for each browsing session a session-specific identifier and optionally a history as to which pages and elements of web pages were served to users associated with particular session-specific identifiers, those histories not necessarily containing any further identifying information other than that need to separate individual browsing sessions, the web server being further configured to perform the selection of a telephone number from the pool of preselected telephone numbers secured within the public telephone system allowing for the selection of the destination of communication over a telephone network by a browsing party, and following such a selection of a telephone number associating that number to a browsing session by way of a maintained session-specific identifier and making the selected telephone number available to a user interacting with the web server in connection with a browsing session, the web server being further configured to serve customized web pages within a browsing session to which a session-specific identifier has been associated, the web server being further configured to record web site interaction data within the context of a browsing session to which a session-specific identifier has been associated, the web server being further configured to provide recorded web site interaction data in reference to a telephone number that has been selected from the pool of preselected telephone numbers secured within the public telephone system to said communication server, said communication server comprising:

- a telephonic receiver connected to a public telephonic communications system, said telephonic receiver adapted to receive incoming communications from outside persons using a plurality of the pool of preselected telephone numbers, said telephonic receiver being further adapted to identify an incoming communication by the telephone number used by an outside person;

- a data receiver connected through a network to a store for which web site interaction data has been recorded, said data receiver being adapted to receive recorded web site interaction data that has been associated to a session-specific identifier, wherein in the course of said receiving the association between the session-specific identifier and the web site interaction data is maintained; and

- a response manager adapted to select or adjust an interaction with an outside person making an incoming communication at one of the pool of preselected telephone numbers, said interaction being dependent upon the web site interaction data associated to the telephone number used by the outside person to initiate the incoming communication;

wherein said communication server is further configured to perform a lookup of web site interaction data associated to a communication received through said telephonic receiver, whereupon by the lookup of web site interaction data said communication server may associate earlier-entered web site interaction data to a person who is later placing a communication at the one or more of the pool of preselected telephone numbers, and wherein

through said response manager a person who is later placing a communication may be presented with a conversation selected or adapted for his personal qualities and information as received through his interaction with the web site.

10. A communication server according to claim 9, further comprising a store containing web site interaction data, said store being further connected to a network to which said data receiver is connected and by which network said store is operable to receive web site interaction data from the web server and provide received web site interaction data to said data receiver.

11. A communication server according to claim 9, further comprising an IVR module through which an incoming caller may interact with said communication server without the immediate presence of an agent.

12. A communication server according to claim 11, wherein said response manager is configured to control said IVR module such that a menu may be presented to an incoming caller that is selected on the basis of the interaction data associated with the telephone number used by the incoming caller in the initiation of contact with said telephonic receiver.

13. A communication server according to claim 9, wherein said telephonic receiver further comprises a PBX module, and further wherein where an outside person uses a telephone call to communicate with said communication server, said response manager directs said PBX module to route that telephone call to a specific line on a private phone network on the basis of the content of the web site interaction data associated to the telephone number used by the outside person to initiate the incoming telephone call.

14. A communication server according to claim 9, wherein said telephonic receiver is further configured to select an ACD plan on the basis of the content of the web site interaction data associated to the telephone number used by the outside person to initiate contact with said communication server, whereby the ACD plan will be presented to an agent selected to interact with the outside person.

15. A communication server according to claim 9, wherein the web site interaction data received by said data receiver are each referenced by a session-specific identifier that contains the associated telephone number from the pool of preselected telephone numbers stored within the memory, whereby the web site interaction data of a particular user may be directly referenced in a lookup using the telephone number of an incoming telephone call.

16. A communication server according to claim 9, wherein the web site interaction data received by said data receiver are each referenced by a session-specific identifier that does not contain a telephone number from the pool of preselected telephone numbers stored within the memory, whereby the web site interaction data of a particular user may be indirectly referenced in a lookup using the telephone number of an incoming telephone call against a further relational database of telephone numbers and session-specific identifiers.

17. A communication server according to claim 9, further comprising a messaging module through which a user may interact non-vocally with said communication server through the use of a telephone number that has been selected from the pool of preselected telephone numbers secured within the public telephone system.

18. A communication server according to claim 9, further comprising a messaging module through which a user may interact non-vocally with said communication server through

the use of a telephone number that has been selected from the pool of preselected telephone numbers secured within the public telephone system, and further wherein said response manager is adapted to select or adjust the interaction through said messaging module.

19. A communication server according to claim 9, wherein said messaging module uses the SMS protocol.

20. A method of servicing the needs of individuals that desire vocal interaction after having interacted with a web site configured to interact with users over a network, that vocal interaction preserving personal information offered by those individuals in the course of interaction with a web site such that that information is available in the course of that vocal interaction without additional querying, the method relying upon a memory containing a pool of subscribed telephone numbers secured within a public telephone system, that memory accessible to select a telephone number from the pool of subscribed telephone numbers as they are needed for association of web interaction data to an individual who is to make a telephone call, the web site having recorded information concerning interactions with users in the course of sessions, that information being distinguished through the use of session-specific identifiers, the web site optionally using browsing protocols and recording a history as to which pages and elements of web pages were served to users associated with particular session-specific identifiers, those histories not necessarily containing any further identifying information other than that need to separate individual sessions, the method relying upon a web server or other device configured to select a subscribed telephone number from the pool contained within the memory and associate that number to personal interactional information acquired in the course of web site interactions with an individual, said method comprising the steps of:

- subscribing to a pool of telephone numbers available through a public telephone system, the public telephone system supplying a means whereby members of the public can call and communicate audibly with receiving others, the system using telephone numbers that provide a means of the selection of a destination for the placement of those calls;

- operating a data receiver connected through a network to a store for which web site interaction data has been recorded, the data receiver receiving recorded web site interaction data that has been associated to a session-specific identifier;

- operating a communication server comprising a telephonic receiver connected to the public telephone system such that the telephonic receiver is adapted to receive incoming telephone calls from outside persons using the pool of subscribed telephone numbers;

- when receiving individual telephone calls at the telephonic receiver, identifying the telephone numbers used by outside persons such that the telephone number used may be obtained for any incoming active call processed by the telephonic receiver;

- when receiving individual telephone calls at the telephonic receiver, recognizing a session-specific identifier for individual incoming callers, such recognizing being made by identifying the telephone number used by an individual incoming caller and attributing the recognized session-specific identifier to an individual telephone call;

recognizing web site interaction data received at the data receiver and associating web site interaction data for particular sessions to individual telephone calls received at the telephonic receiver by way of the session-specific identifier assigned to the web site interaction data of a particular session; and

conducting telephonic interaction with individual incoming callers, the telephonic interaction being selected or adjusted for individual incoming callers, the telephonic interaction for a particular incoming caller being dependent upon the web site interaction data received at the data receiver associated to the telephone number used to initiate an incoming telephone call to the telephonic receiver.

**21.** A method according to claim **20**, wherein the telephonic interaction that is selected or adjusted is provided by an IVR module through which an incoming caller may interact with a communication server without the immediate presence of an agent.

**22.** A method according to claim **21**, wherein the IVR module presents a menu to an incoming caller that is selected on the basis of the interaction data associated with the telephone number used by the incoming caller in the initiation of contact with the telephonic receiver.

**23.** A method according to claim **20**, wherein the telephonic interaction that is selected or adjusted is routed through a PBX module, and further wherein the destination of incoming telephone calls is made on the basis of the content

of the web site interaction data associated to the telephone number used by the outside person to initiate the incoming telephone call.

**24.** A method according to claim **20**, wherein the telephonic interaction that is selected or adjusted made through an ACD plan presented to an agent selected to interact with the particular incoming caller, and wherein the ACD plan that is used is dependent upon the content of the web site interaction data associated to the telephone number used by the outside caller to initiate contact with the communication server.

**25.** A method according to claim **20**, wherein in the receiving of the web site interaction data received by a data receiver, the session-specific identifier associated to the web site interaction data of a particular user contains the associated telephone number selected from the pool contained within the memory for that particular user.

**26.** A method according to claim **20**, wherein in the receiving of the web site interaction data received by a data receiver, the session-specific identifier associated to the web site interaction data of a particular user does not contain a telephone number from the pool of preselected telephone numbers stored within the memory, and wherein said method includes the further step of performing a lookup against a relational database of telephone numbers and session-specific identifiers associated to web site interaction data.

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