

Example 2-4. Points service method (business area)

(Example where points servicing process by software is concretely realized by using hardware resources)

[Title of Invention]

Points service method

[Claims]

[Claim 1]

A service method for offering service points depending on an amount of commodity purchased in telephone shopping, comprising the steps of:

notifying via telephone of an amount of service points offered and a name of a person to whom the said service points are offered;

acquiring the telephone number of the said person from a customer list storage means based on the name of the said person;

adding the said service points to the accumulated points of the said person stored in the said customer list storage means; and

notifying to the said person that the said service points have been given via telephone using the said telephone number of the said person.

[Claim 2]

A service method for offering service points depending on an amount of commodity purchased at a shop on the Internet, comprising the steps of:

notifying an amount of service points offered and a name of a person to whom the said service points are offered via the Internet;

acquiring the e-mail address of the said person from a customer list storage means based on the name of the said person;

adding the said service points to the accumulated points of the said person stored in the said customer list storage means; and

notifying to the said person that the said service points have been given via e-mail using the e-mail address of the said person.

[Claim 3]

A service method for offering service points depending on an amount of commodity purchased at a shop on the Internet, comprising the steps of:

notifying a server of an amount of service points offered and a name of the person to whom the said service points are offered via the Internet;

acquiring by the said server, the e-mail address of the said person from a customer list storage means based on the name of the said person;

adding by the said server, the said service points to the accumulated points of the said person stored in the said customer list storage means; and

notifying by the said server, to the said person that the said service points have been given, by e-mail using the said e-mail address of the said person.

[Detailed Description of the Invention]

[Technical field to which the invention pertains]

The present invention relates to a points service method used in mail-order business.

[Prior art]

There have been in the past services to give service points depending on an amount of commodity purchased at a shop by a customer and to exchange the total service points with goods, gift coupon or cash.

[Problems to be solved by the invention]

In the past, points service methods could not be realized in mail-order business because of the customer management problem etc. In addition, because of the same reason, only the customer herself or himself could use such service points and even the family members could not be assigned with such service points.

[Means for solving the problem]

In order to realize the points service method in the mail-order business, this invention is configured to manage the service points of each customer by providing a customer list (including, at least, customer names, total service points and customer addresses) at the shop side, and adding service points when a customer purchases goods by mail-order.

And, in order to give service points from a customer to another, when the name of the person to whom service points are offered are notified, the total service points of the designated person registered in a customer list are calculated by adding the said service points, and the fact that the said service points have been given is notified to the said person by using the registered address of the said person.

By the present invention, when making communication via telephone between a customer and the shop, it is recommendable that telephone numbers of customers are registered as the contact point in the customer list.

On one hand, when making communication between a customer and the shop via the Internet, it is better to register e-mail addresses of customers as the contact point in the customer list.

Furthermore, in the present invention, by providing a shop with a server, the following procedure can be realized on a computer.

A system is configured in such a way to manage service points of each customer by providing a database of customer lists (including at least, customer names, total service points and e-mail addresses of customers) on a shop server on the Internet, and to add service points when a customer purchases goods via the Internet.

And, when a customer wants to give service points to another, by notifying the server of the said service points and the name of the person by e-mail, the server retrieves the e-mail address of the said person from the database of customer lists by the name of the said person, adds up the said service points and automatically notifies the customer that the said service points were given.

[Mode for carrying out the invention]

(Omitted)

[Working example]

(Omitted)

[Advantageous effect of the invention]

The present invention enables the points service method to easily be realized even in the mail-order business. In addition, since service points can be assigned to another customer, the utility of the points service method is increased.

[Brief description of the drawings]

(Omitted)

[Drawings]

(Omitted)

[Conclusion]

[Claim 1] The invention of claim 1 does not constitute a "statutory invention."

[Claim 2] The invention of claim 2 does not constitute a "statutory invention."

[Claim 3] The invention of claim 3 constitutes a "statutory invention."

[Explanation]

[Claim 1]

The claimed invention identified on the basis of the definition of claim 1 is:

"A service method for offering service points depending on an amount of commodity purchased in telephone shopping, comprising the steps of:

notifying via telephone of an amount of service points offered and a name of a person to whom the said service points are offered;

acquiring the telephone number of the said person from a customer list storage means based on the name of the said person;

adding the said service points to the accumulated points of the said person stored in the said customer list storage means; and

notifying the said person that the said service points have been given, via telephone using the said telephone number of the said person."

The invention of claim 1 is a method which uses means such as "a telephone" and "a customer list storage means," but considered as a whole, it is an artificial arrangement per se using those means as a tool, so that it does not constitute "a creation of technical ideas utilizing a law of nature."

Therefore it follows that the invention of claim 1 is considered as not constituting a "statutory invention."

[Claim 2]

The claimed invention identified on the basis of the definition of claim 2 is:

"A service method for offering service points depending on an amount of commodity purchased at a shop on the Internet, comprising the steps of:

notifying an amount of service points offered and a name of a person to whom the said service points are offered;

acquiring the e-mail address of the said person from a customer list storage means based on the name of the said person;

adding the said service points to the accumulated points of the said person stored in the said customer list storage means; and

notifying to the said person that the said service points have been given via e-mail using the e-mail address of the said person."

The invention of claim 2 is a method which uses means such as "the Internet," "a customer list storage means" and "e-mail," but considered as a whole, it is a artificial arrangement per se using those means as a tool, so that it does not constitute "a creation of technical ideas utilizing a law of nature."

Therefore it follows that the invention of claim 2 is considered as not constituting a "statutory invention."

[Claim 3]

The claimed invention identified on the basis of the definition of claim 3 is:

"A service method for offering service points depending on an amount of commodity purchased at a shop on the Internet, comprising the steps of:

notifying a server of an amount of service points offered and a name of the person to whom the said service points are offered via the Internet;

acquiring by the said server, the e-mail address of the said person from a customer list storage means based on the name of the said person;

adding by the said server, the said service points to the accumulated points of the said person stored in the said customer list storage means; and

notifying by the said server, to the said person that the said service points have been given by e-mail using the said e-mail address of the said person."

Since the invention of claim 3 is the procedure executed by a server, so that it can be said to execute information processing by software.

Furthermore, the invention of claim 3 can be said to be an operation method of the information processing system in which information processing by software is concretely realized by using hardware resources, wherein the said server acquiring the e-mail address of the person to whom service points are offered from a customer list storage means, adding the said service points to the accumulated service points of the said person stored in the said customer list storage means, and notifying the said person of the fact that the said service points have been given.

Therefore it follows that the invention of claim 3 is considered as constituting a "statutory invention."

(Note) Judgement on whether the invention of claim 1 or claim 2 is statutory was made based on "Part II: Chapter 1. Industrially Applicable Inventions," since special judgement and treatment for "software-related inventions" was not required.