(12) **United States Patent**
Cook

(10) **Patent No.:** US 7,340,411 B2
(45) **Date of Patent:** Mar. 4, 2008

(54) **SYSTEM AND METHOD FOR GENERATING, CAPTURING, AND MANAGING CUSTOMER LEAD INFORMATION OVER A COMPUTER NETWORK**

(76) Inventor: **Rachael L. Cook**, 123 N. Congress Ave., #112, Boynton Beach, FL (US) 33426

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

(21) Appl. No.: **10/689,570**

(22) Filed: **Oct. 20, 2003**

(65) **Prior Publication Data**

US 2006/0064340 A1   Mar. 23, 2006

Related U.S. Application Data

(63) Continuation of application No. 09/921,092, filed on Aug. 2, 2001, now abandoned, which is a continuation of application No. 09/031,443, filed on Feb. 26, 1998, now abandoned.

(51) **Int. Cl.**
G06F 17/30   (2006.01)
(52) **U.S. Cl.** **705/10**
(58) **Field of Classification Search** 705/10
See application file for complete search history.

(56) **References Cited**

U.S. PATENT DOCUMENTS

5,930,764 A * 7/1999 Melchione et al. 705/10
6,067,525 A * 5/2000 Johnson et al. 705/10

OTHER PUBLICATIONS

Woods, Thomas & Judith Remondi. "Relationships Vital for High-Tech Marketers." Marketing News. vol. 30, No. 11, pp. 8-9. May 20, 1996.*

Fitzgerald, Michael. "Internet Data Collector Bows." Computerworld, vol. 29, No. 45, p. 12, Nov. 6, 1995.*
Loro, Laura. "From Call Center Direct to Net Has Launched an Internet Version of Its Comprehensive Advanced Lead Management System." Business Marketing, p. 9, Dec. 1997.*
Alexader, Devon. "Take the Lead Then Manage It: What Promotion Marketers Can Do to Get the Most from the Sales Leads They Generate." Potentials in Marketing, vol. 30, No. 11, p. 15(5), Nov. 1997.*
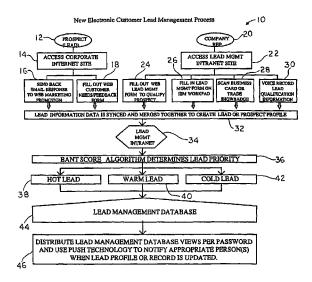
* cited by examiner

Primary Examiner—Susanna M. Diaz

(57) **ABSTRACT**

A customer lead management system that relates to a system and method for collecting and organizing customer-marketing data, which is then made available to business representatives to assess. Specifically, using a computer network, and data on a potential customer's Budget, Authority, Needs, Timeframe, and other related customer data is collected. While this data is being collected, the customer lead management system stores the customer lead data in real-time instantly, automatically ranking the viability of the customer lead on the interest level of the customer lead and other variable criteria used in the web-based algorithm calculation, and automatically electronically notifies the appropriate company and/or company representative about the customer lead. The resulting customer lead profile record is located in a web server database, and can be accessed and undated in real-time by a portable computer or electronic device that has been web-enabled. The customer lead data is then capable of being accessed via a computer network by various companies that have goods/services that satisfy the needs and requirements of the customer lead. A company representative can be automatically notified when a customer lead profile has been updated.

17 Claims, 9 Drawing Sheets

New Electronic Customer Lead Management Process