US006965870B1

(12) **United States Patent**
Petras et al.

(10) **Patent No.: US 6,965,870 B1**
(45) **Date of Patent: Nov. 15, 2005**

(54) **METHOD AND SYSTEM FOR ACTIVITY RESPONSIVE TELEMARKETING**

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(*) 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.: **08/997,990**

(22) Filed: **Dec. 24, 1997**

(51) **Int. Cl.**[7] **G06F 17/60**

(52) **U.S. Cl.** **705/14**; 705/14; 709/217; 709/227; 709/203; 709/218; 379/201.1; 707/10

(58) **Field of Search** 705/14

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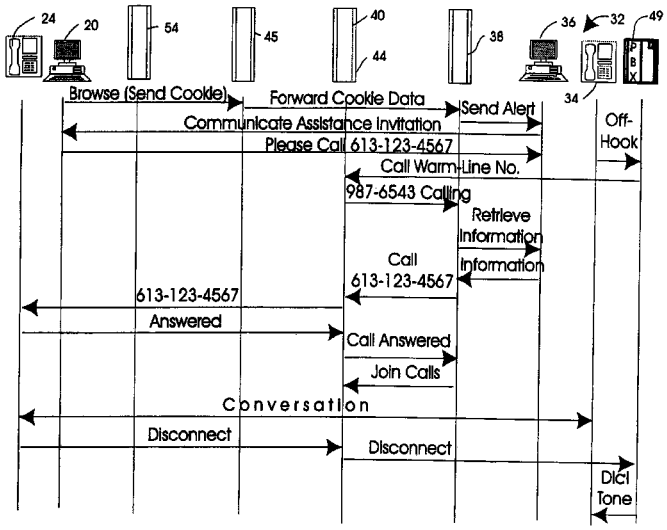
(57) **ABSTRACT**

A method of alerting a telemarketing agent of a promotion opportunity in response to activity of a potential customer browsing a public server and an apparatus for monitoring the customer activity and alerting the telemarketing agent includes a telemarketing analysis server, computer telephony hardware and a server for controlling the computer telephony hardware. The apparatus further includes software on the public server for collecting data relating to the activity of potential customers browsing the public server.

38 Claims, 7 Drawing Sheets