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SYSTEM AND METHOD FOR AUTO-PERSONALIZATION OF COMMUNICATION

MODE

ABSTRACT

This application discloses a system and method for auto-personalization of communication mode based on a number of signals including derived/observed and stated user preferences, multiple signals, or search results obtained by a user. The system could include an application and a database for storing previous communication mode preferences such as phone call, email, SMS, over-the-top (OTT) messaging, etc. associated with different search queries by the user. The application determines the user's preference of communication mode using automatically determined criteria and prioritizes the communication mode for the user. The system and application automatically facilitates the prioritized communication mode to provide an enhanced user experience.

BACKGROUND

People usually have different preferences on their mode of communication (for example, phone call, email, SMS, over-the-top (OTT) messaging, etc.) based on type of contact (such as business or personal or social). Different modes of communication often may have different costs. There is a need for a system or an application for personalizing or customizing the mode of communication by determining priority on a user's preferences. This disclosure provides a system and method for a search engine, application, website, etc. to take into account user preferences in order to provide a more customized experience for the user.

DESCRIPTION

This application discloses a system and method for auto-personalization of communication mode based on a number of signals including derived/observed and stated user preferences, multiple signals, or search results obtained by a user. The system could include an application and a database for storing previous communication mode preferences associated with different search queries by the user. The disclosed system includes an application that determines the user's preference of communication mode when doing a web search, using automatically determined criteria and prioritizes the communication modes for the user. The priority of communication modes on offer could be automatically determined based on one or more available signals from the user.

The signals could include:

- A. How often the user chose to use a communication mechanism (e.g. calls) from paid and organic search results
- B. How communication preference varies by time of day/day of the week
- C. User or device location, for example, home, work, travelling, etc.
- D. Activity of the user or device, for example, whether the user or device is in motion
- E. Keywords used to search
- F. Mechanism used to search, e.g. voice search or keyboard input
- G. Presence of certain applications on the device
- H. Cost of service (e.g., messaging options may be cheaper than a phone call, etc.)
- I. Explicitly stated user preference

For example, if a user has opted to place a call in the past from search results by conducting a voice search, or is using keywords that indicate that he is likely to make a call, then a phone call may be selected, as opposed to visiting the website or using another mode of

communication. The application then facilitates calling the business, (e.g. via a call button) and records the mode of communication in the database.

The application could be implemented in any system configured with search engines, social platforms, provider of sites, or applications that allow for multiple modes of communication. The disclosed system and application automatically selects or personalizes the mode of communication to provide an enhanced user experience.