

U.S. Application

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What is claimed is:

1. A computer-implemented interactive system for assisting a potential customer in purchasing decisions from among a plurality of goods or services, the system comprising:
an operator interface for enabling potential customers to input requests to said computer, including requests for:
the purchase of goods or services,
information concerning goods or services,
recommendations of goods or services based on operator input;
a database maintained in said computer, containing information pertaining to goods and/or services purchasing history of previous customers;
means for processing inputted requests and for filtering relevant history information regarding said inputted requests from said database;
a distributed network for transmitting requests from said operator interface to said computer and for transmitting responsive information from said computer to said operator interface;
interface whereby goods and/or services identification information corresponding to goods and/or services purchased by previous customers who have purchased the goods and/or services requested by said potential customers are transmitted to said operator interface for use by said potential customers.
2. The system of claim 1 wherein said goods and/or services are displayed at said customer's request.
3. The system of claim 1 wherein said goods and/or services are displayed involuntarily based on customer's request for information.
4. The system of claim 1 wherein customer use is used to build a provider or corporate profile.
5. The system of claim 1 wherein a profile is built from a single customer's use.
6. The system of claim 1 wherein a profile is built from multiple customers' use.