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(54) **ENGINE TO PRESENT USER INTERFACE  
BASED ON A LOGICAL STRUCTURE, SUCH  
AS ONE FOR A CUSTOMER RELATIONSHIP  
MANAGEMENT SYSTEM**

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(57) **ABSTRACT**

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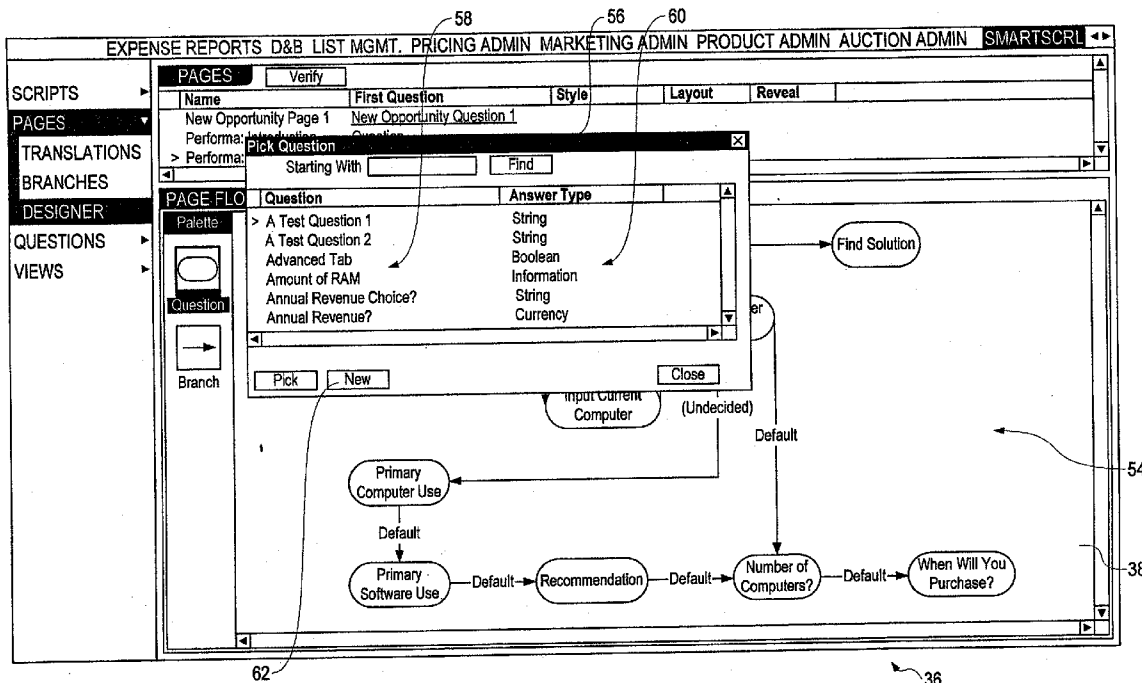
A flowchart-based tool can be used to build a logical structure. In the context of a customer relationship management (CRM) system, the logical structure can comprise an ordered set of questions and branching logic that are presented to a customer of the business when the customer contacts the business with an inquiry, such as for a sale or service inquiry or other interaction. An engine can run a session associated with the logical structure, with the session presenting questions, text, graphics, and the like dynamically to a user interface. Branching logic determines the appropriate information to present to the user interface based on answers to previous questions.

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**Related U.S. Application Data**

(63) Continuation of application No. 09/820,337, filed on Mar. 28, 2001, now abandoned.



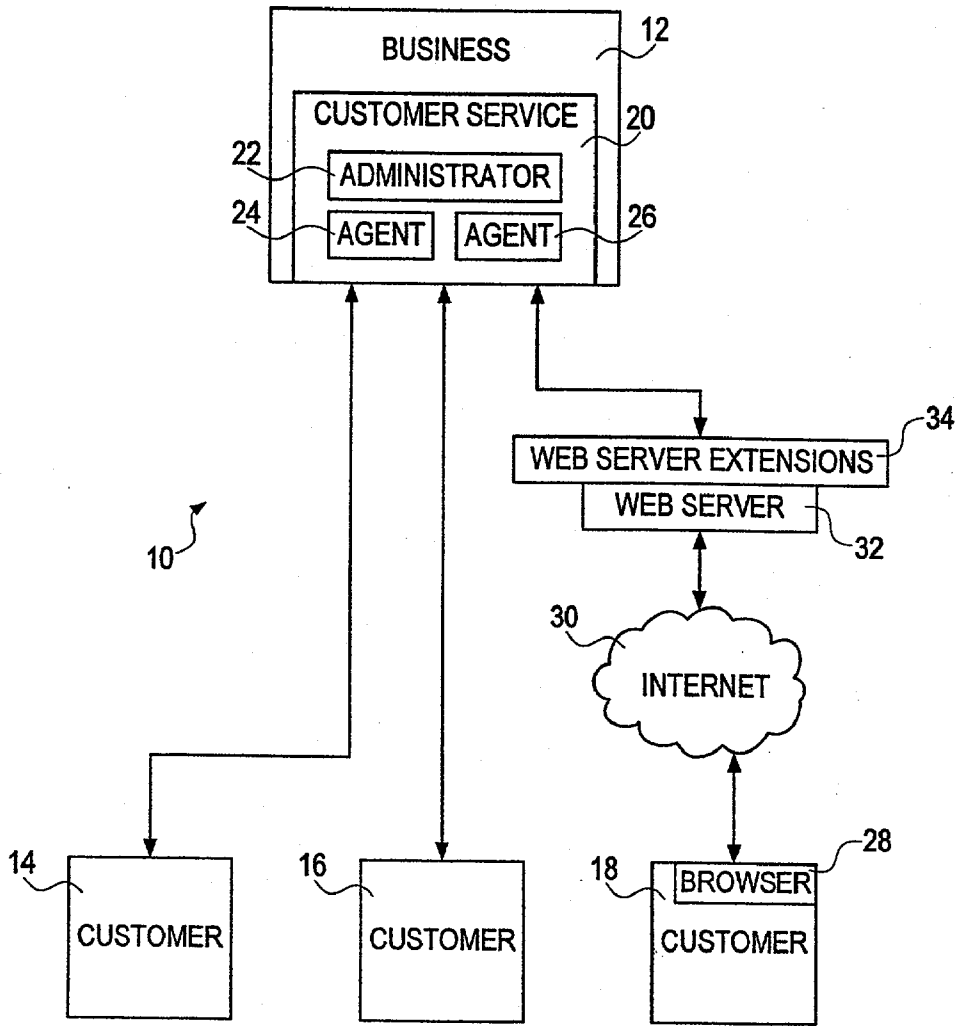


FIGURE 1 -

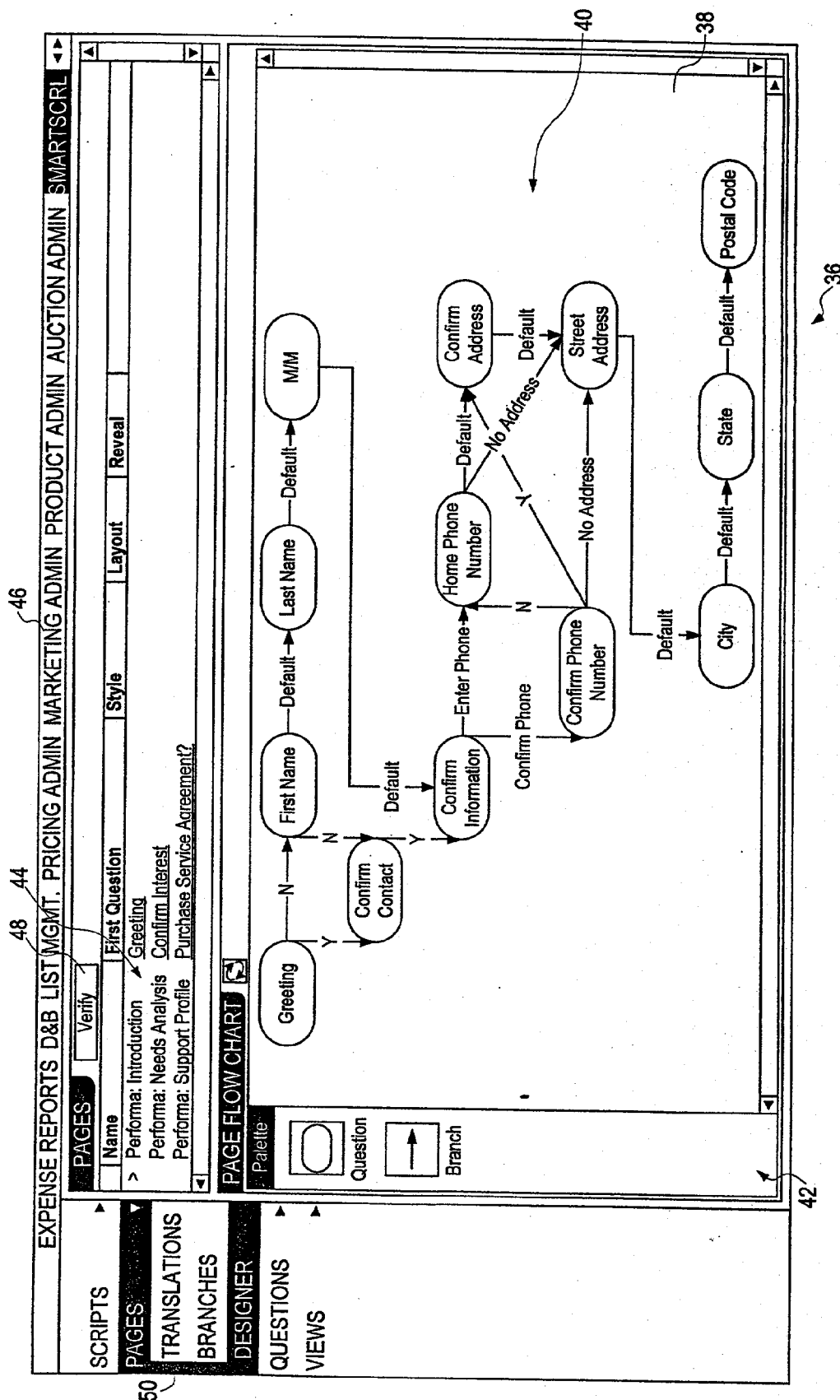


FIGURE 2

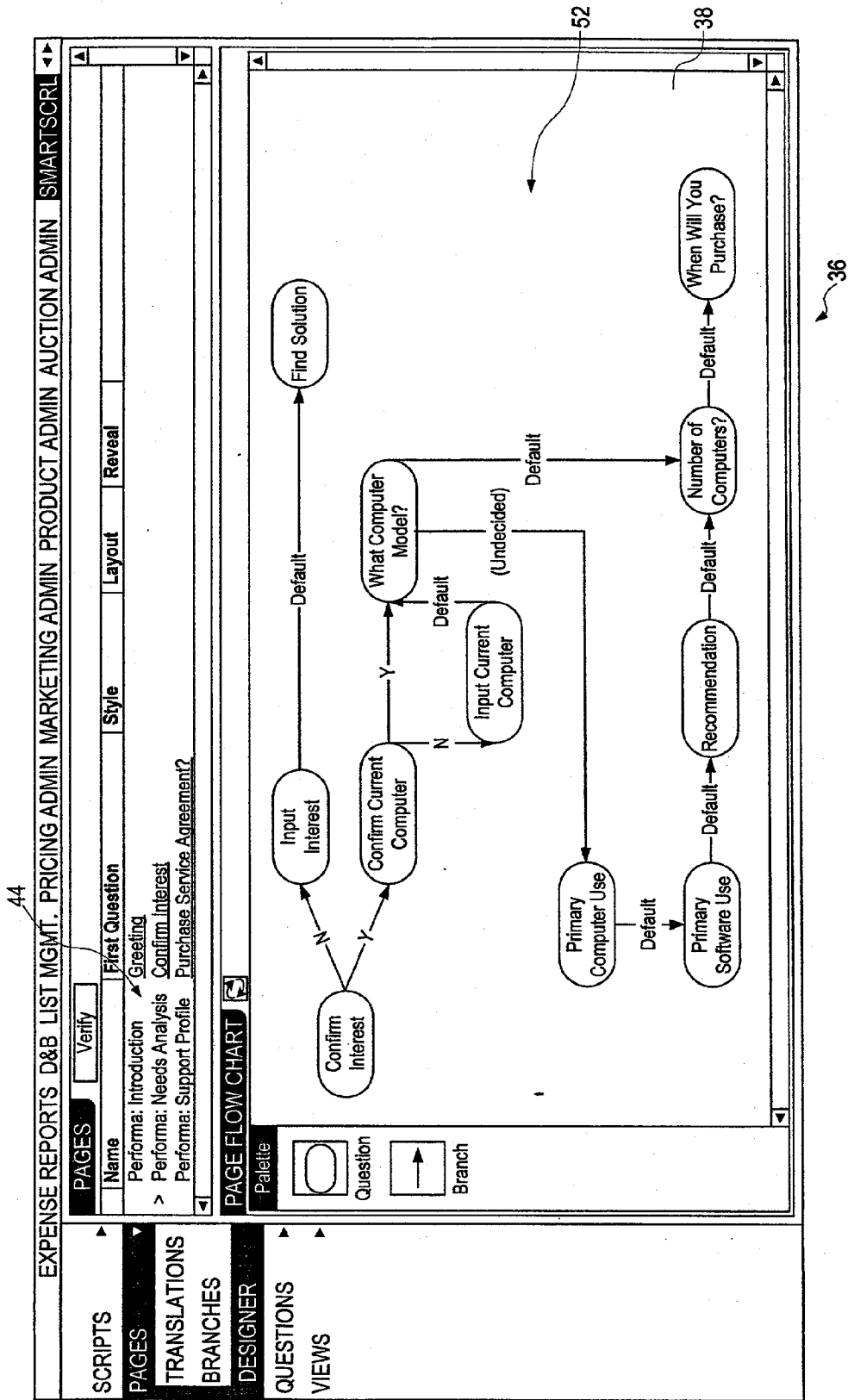


FIGURE 3

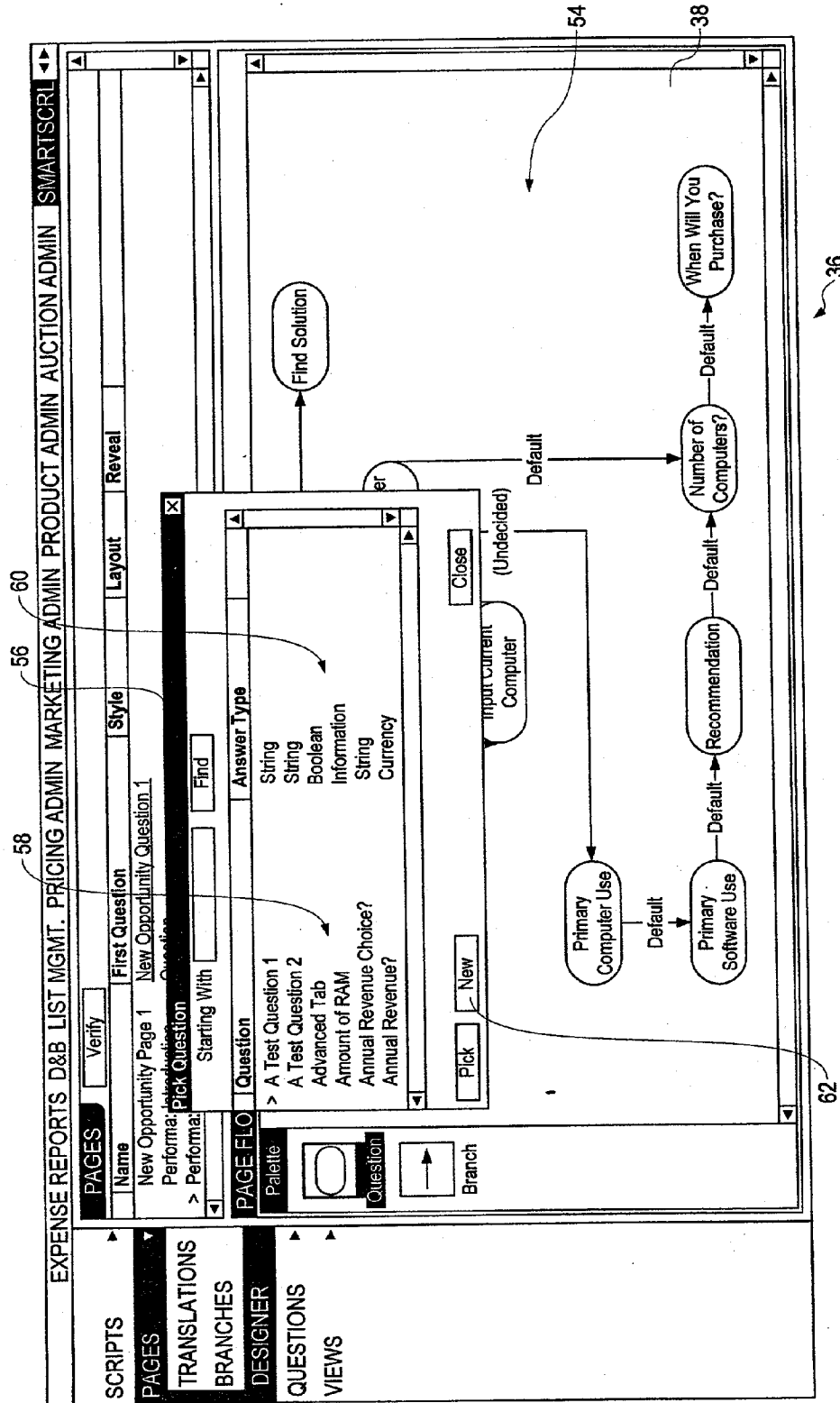


FIGURE 4

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