Generator of dynamic questions in real time for the MSEs, capturing the client’s data in the order forms, consults and demands, exploiting the information using decision tree

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**ABSTRACT**

At the present time, MSEs need a change of strategy, focused in customer and not just in the products for two reasons: the products of standard quality and extensive global market. Therefore, they need to adopt a customer-focused strategy but in the market it doesn’t exist appropriate technological tools to MSEs, that are easy to use, low cost and that integrated Business Intelligence techniques to help them adopt this new strategy; because they only use transactional systems of purchases and sales. For this reason, it is proposed a tool with all the above characteristics, building a generator of dynamic queries to capture customer data and the exploitation of it, using business intelligence tools such as OLAP cubes and the decision tree algorithm.

**Key words**: MSEs, generator of questions, OLAP cubes, decision tree algorithm, CRM.