



# Welcome to C3: Intro to Conversational Commerce

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# The Meeting of the Waters



- Source of the Amazon
- Metaphor for CRM, SCRM & VRM Convergence
- It's all downstream from here

Thanks to Michael Becker



...and it sure beats this!





# The Customer is Always On

*From Earlier Survey, We Learned:*

## Indicated Preferences for Vendor Conversations

Communications 'Channel'	%
Use a search engine	77.2
Browse company Web sites	61.3
Seek help in person	60.3
Used toll free number	54.6
Communicate over social networks	37.2
Receive SMS text as alerts	34.2
Used IM (including 'bots)	23.5

**Source: Opus Research Survey (2010)**



# Customers: *Have it Their Way*

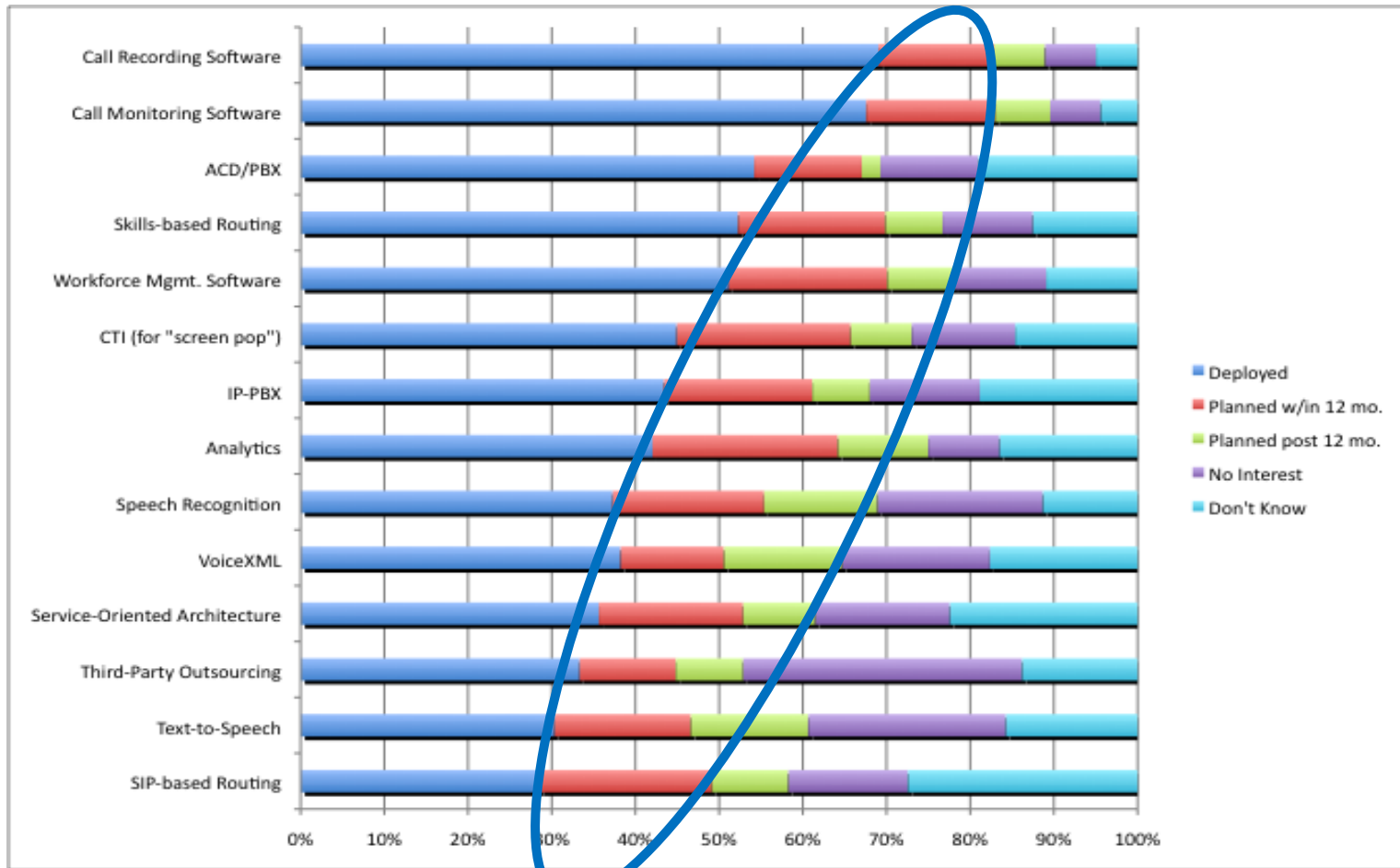
## Channels Used in the Past 6 Months

	Pre Purchase	For Set-up	Ongoing Support
<b>Browsed company Web sites</b>	86.7%	81.4%	72.8%
<b>Uses a search engine</b>	85.1	78.5	70.0
<b>Used toll free number</b>	73.2	65.9	70.8
<b>Consulted social networks</b>	54.4	46.8	43.1
<b>Chatted with agent thru Web site</b>	47.2	43.1	42.1
<b>Received SMS text</b>	28.6	23.1	21.9
<b>Used IM (including 'bots)</b>	25.9	22.7	22.4
<b>Blogged about</b>	24.4	22.7	20.9
<b>Tweeted about</b>	17.2	16.1	15.4

Source: Opus Research (2010)



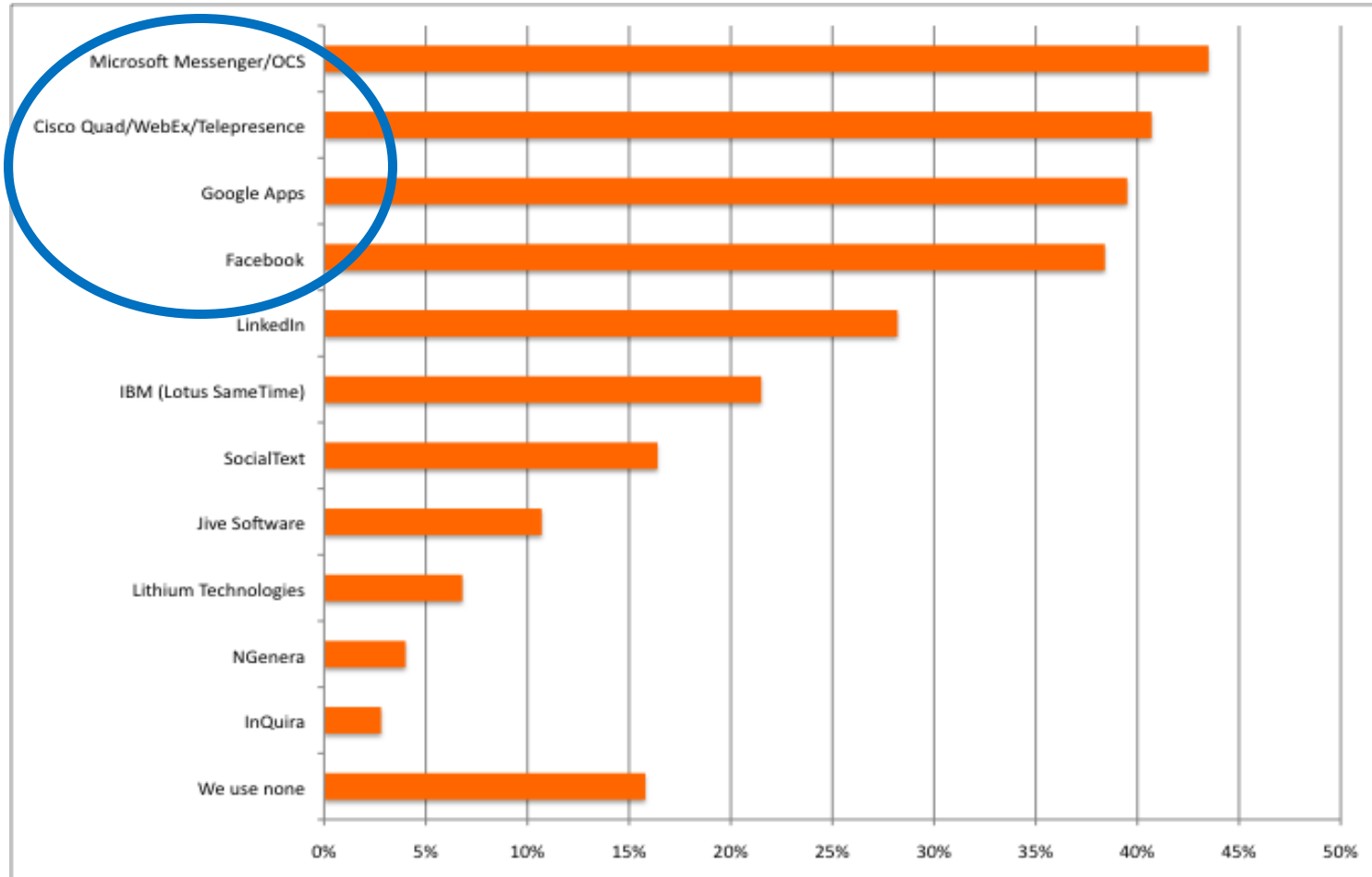
# Companies scramble to respond



Source: Opus Research Survey 2010



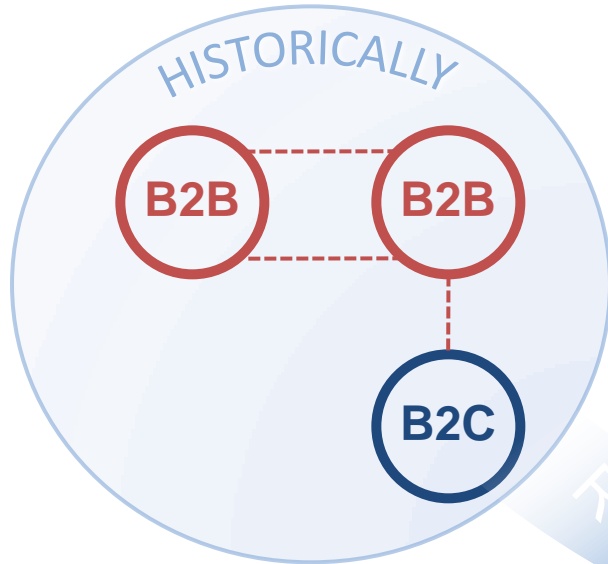
# While “social” permeates



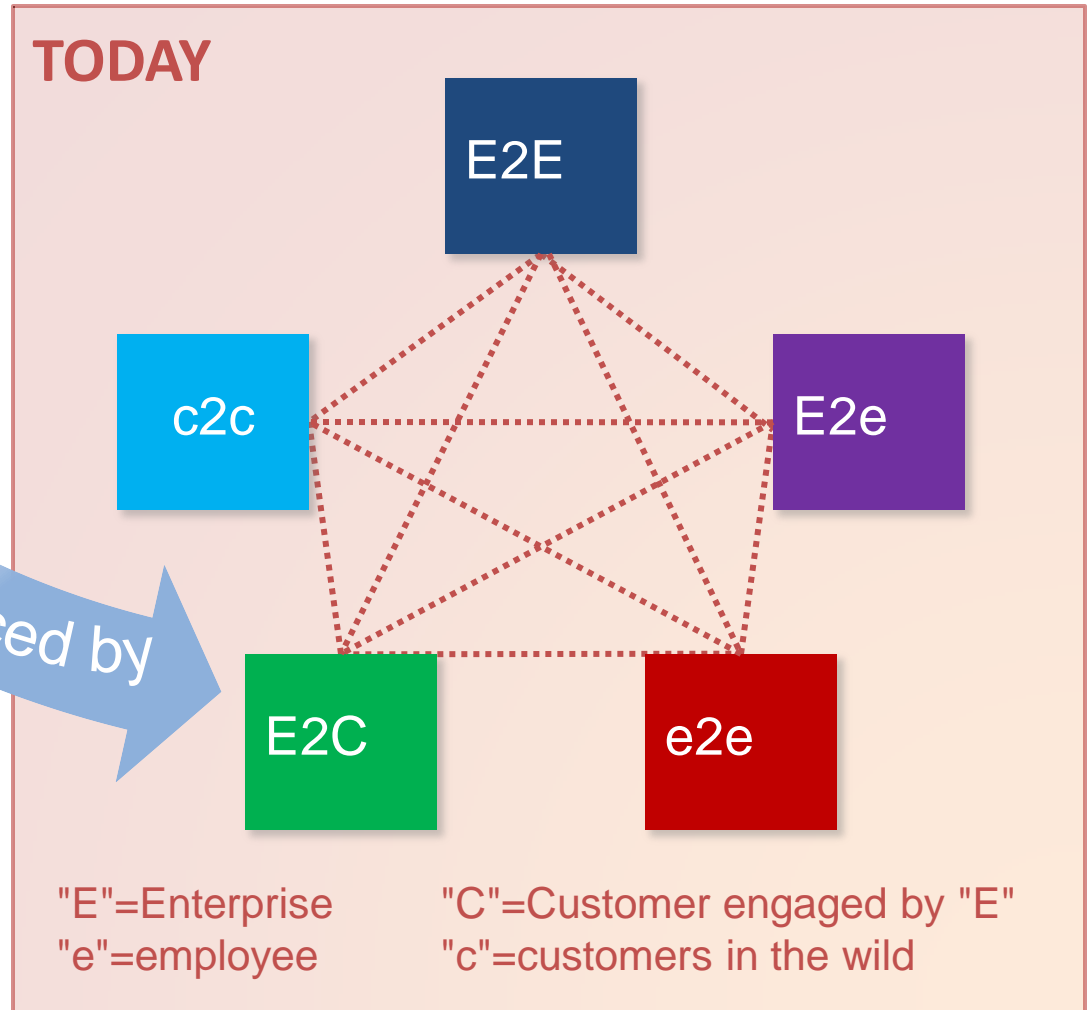
Source: Opus Research Survey 2010



# New graphs prevail



Replaced by







# Spawning new metadata

CRM → Transaction history → Payment status

Cell → Location → Destination

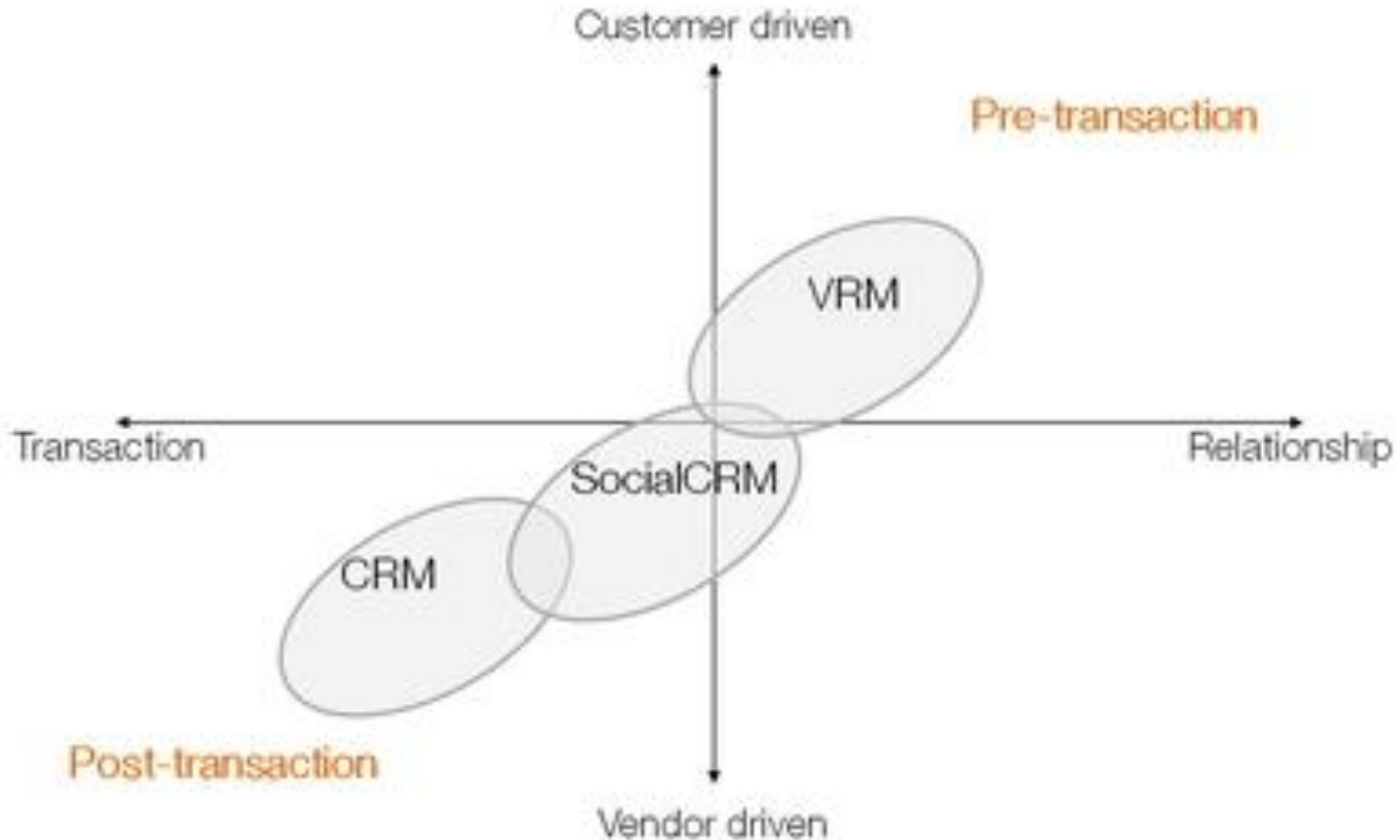
Call Records → Search History → Intent

Caller ID → Metadata → Identity → Entitlements

Who I am. Where I'm going. What I want to do.  
What I'm willing to share.



# The heart of the matter



Credit: Julian Gay, Orange Business Live Blog



...but also





# What's going on today

- Companies capture much more metadata
  - From activity among each cell in the social graph
  - Monitoring in real time to detect “#Fail”
- Applying more analytics - on archival stuff
  - To impute or predict intention
  - To become more prescriptive
  - To support other business objectives



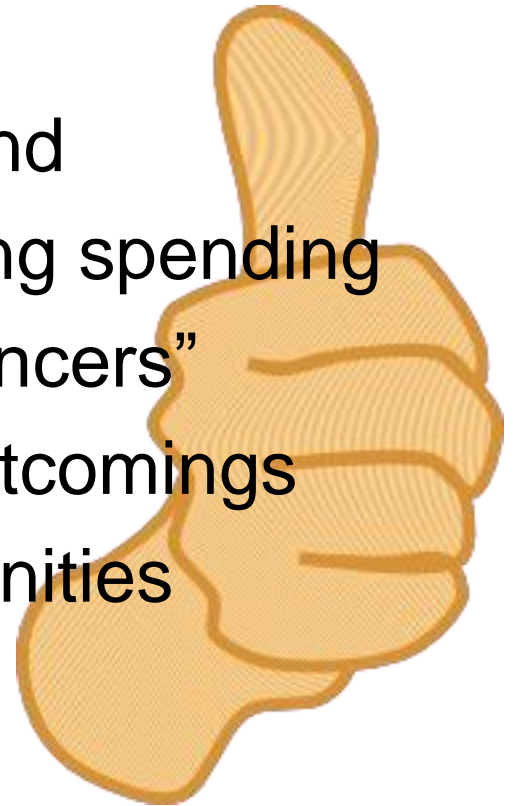
# It's a “feel-good” tactic

- Provides the feeling of better customer service
- Rids the world of latencies
- Creates more opportunities for serendipity
  - ...and “gamification”
  - more recommendations and exposure to people you like and people like you



## It appeals as “social CRM”

- Lends feeling of better customer service
  - Builds loyalty
  - Promotes positive image of brand
  - Requires less general advertising spending
  - Relies on “influencing the influencers”
  - Provides early detection of shortcomings
  - Promotes self-identified communities
  - Embraces new technologies





## But has some shortcomings

- Still under control of Big “E” and Big Data
  - Conversations
  - Data
  - Metadata
- Intent is inferred
  - Too complex
  - Little basis for trust
  - They think they “know” you





# What will make it better?

- An agent or "facilitator" working for the customer
- Trusted storage of personal data (name, payment preferences, vendor preferences, Loyalty programs)
- Ditto for instructions (acceptable terms, stuff for sale, personal RFPs, standing orders, ...)
- Persistent but transparent monitoring/capture of dynamic info (location, intent, alright checkins...)
- Simple ways to enter instructions (independent of specific vendors)





## But it's not “either/or”

- We're at the beginning of a multi-year process
- Transitions taking place on many levels
  - Enterprise infrastructure
  - Marketing
  - Support
  - Personal
  - Public Policy
- Which is why we have such a diverse group