



Good Morning VRM!

The CRM/VRM Connection

**Prepared by
Opus Research/Internet2Go**

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Opus Research


- **Founded in 1985 by Dan Miller**
 - Launched the first advisory services on “new electronic media” in 1980
 - Focused on “intelligent network services,” IVR, e-publishing
 - Dealt with publishers, telcos, cable operators, game makers, studios

- **There at the beginning**
 - “Intelligent 800”, CallPromptr, EVS
 - CTI, IVR, Contact Centers...
 - IN, SS7, SIP, VoIP...

- **Today’s Advisory Services:**
 - Recombinant Communications (RC)
 - Internet2Go

- **Conferences**
 - Voice Biometrics Conference 2010 (www.voicebiocon.com)
 - Internet2Go

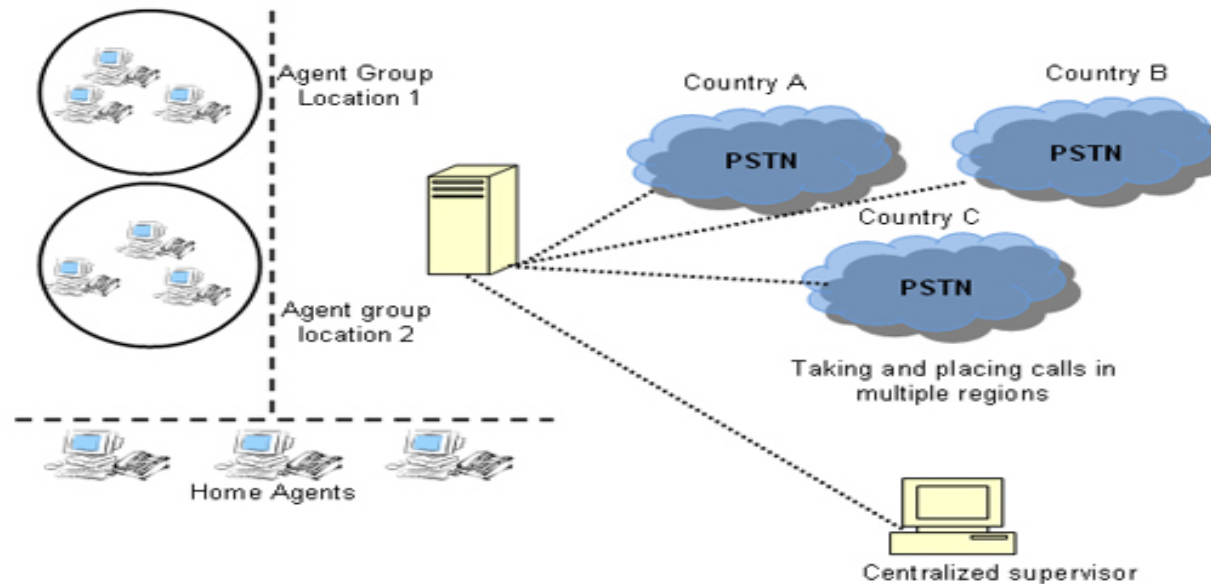
Recombinant Communications (RC)

An aerial photograph of a complex, multi-level highway interchange with numerous ramps and overpasses, illustrating the concept of a 'recombinant' network.

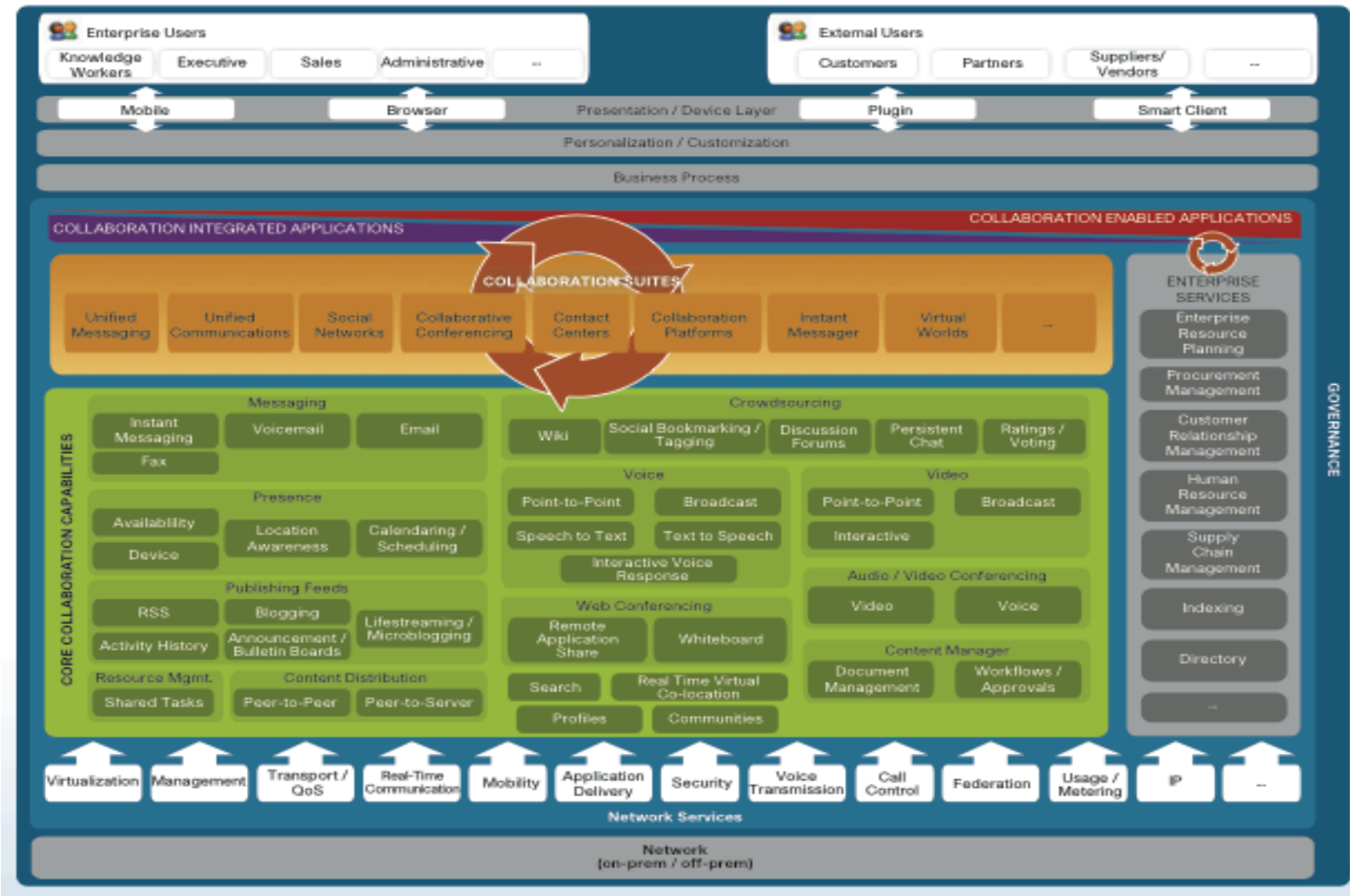
Opportunities at the intersection of highly capable phones, Web Services, cloud computing and a range of “open source” software and well-defined APIs

Transformation to Collaboration

- Contact centers are less "formal" (brick and mortar)
 - Agents can be working at home
 - Help can be solicited from SME's (subject matter experts)
 - Adding the obvious "social" media



New Architecture



Channels are Changing

- Past was about “the phone”
- Evolved to include:
 - Email
 - Webchat
 - Alerts
 - Blogs



Workflows are changing

- “Sessions” are redefined
 - Was inbound call with routing keyed off DNIS (dialed number) and ANI (callerID)
 - Now spans time, space and media
- “Success” is redefined
 - Was answering before 3rd ring
 - Short hold times
 - Single-call resolution
 - “Capture rate”
- Outbound redux
 - Automated alerts
 - Unintended result of DNC (do not call list)

Engagement models are deepening

- New social graph

- B2c is history
- Replaced by:
 - E2E
 - &E2e
 - &e2e
 - &e2C
 - &c2c

Key:

"E"=Enterprise,

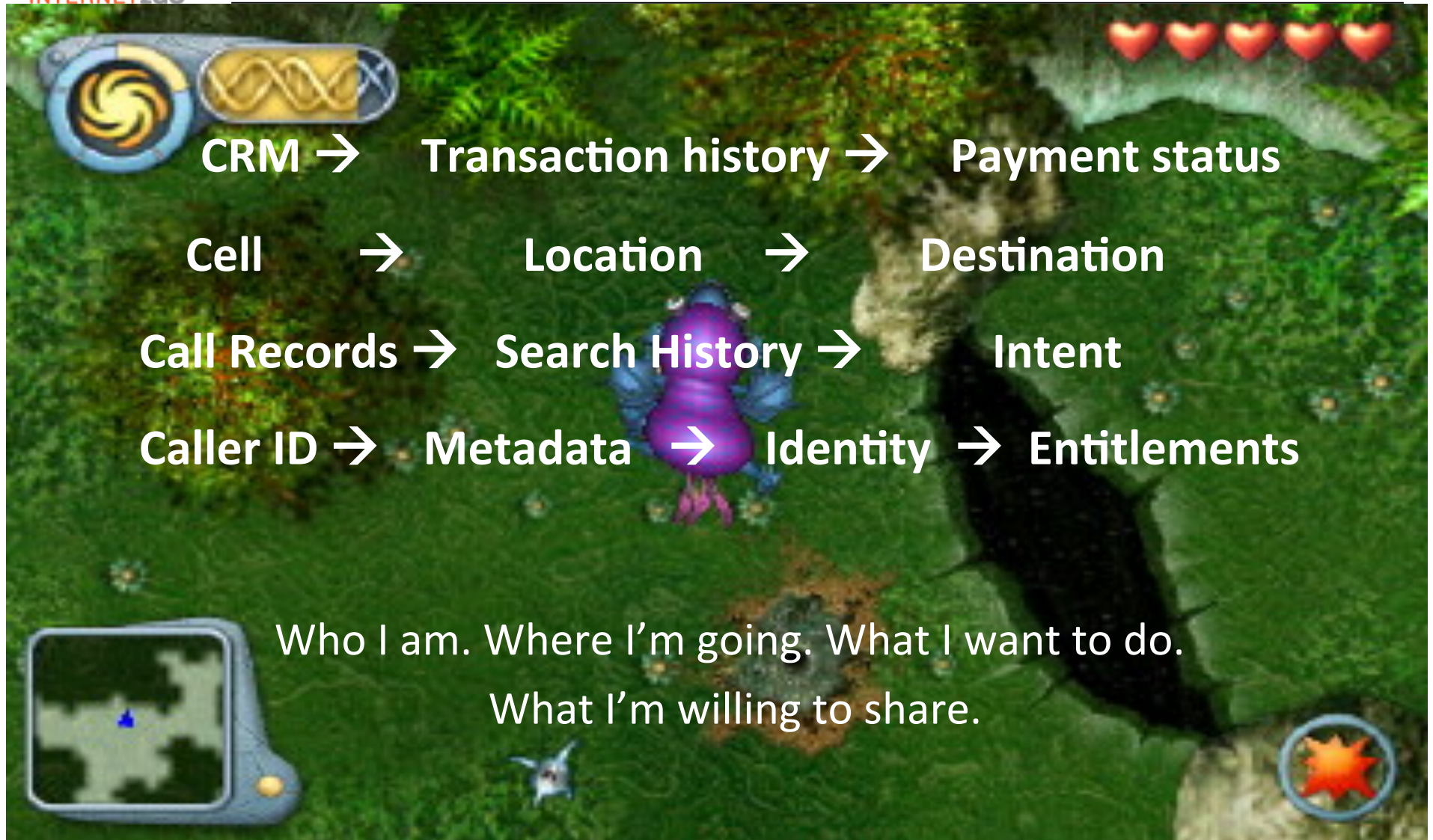
"e"=employee

"C"=Customer engaged by "E" and

"c"=customers in the wild



Back-end is getting more expansive



It's getting w-a-a-y too complex

- Capturing much more metadata
 - From activity among each cell in the social graph
 - Monitoring 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
- A “feel-good” tactic
 - Provides the feeling of better customer service
 - Rids the world of latencies
 - Creates more opportunities for serendipity
more recommendations and exposure to
people you "like"



It appeals as “social CRM”

- Provides the 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
 - Location aware
 - Real time
 - Serendipitous



But it's not VRM

- Still under control of The Big “E” (Enterprise)
 - Conversations
 - Data
 - Metadata
- Intent is the product of inference
 - Topology and workflows are both too complex
 - Little basis for trust
 - They think they “know” you
 - This will Fail



What's missing?

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

Ergo the “R Button”

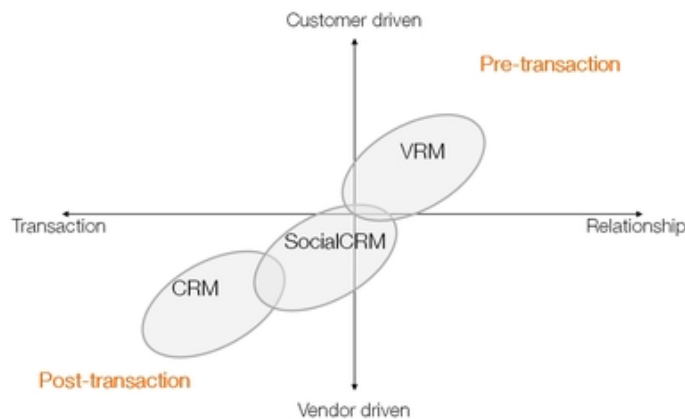
- Graphic indicator of intent and engagement
 - Simple representation of complex roles
 - Changes appearance with change of state



- Embeds well into existing browsers
 - Signals willingness to engage
 - Recognizes the roles of third parties and facilitators

Time to put some meat on these bones

- Determine whether there is a “continuum” from CRM to VRM



Credit: Julian Gay, Orange Business

- Define technical requirements
- Contrast requirements of vertical markets (E.g. healthcare, retail, financial, eGovernment)





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