FutureCommunication

RICH BUSINESS MESSAGING – ENHANCING THE LIFE OF CONSUMER

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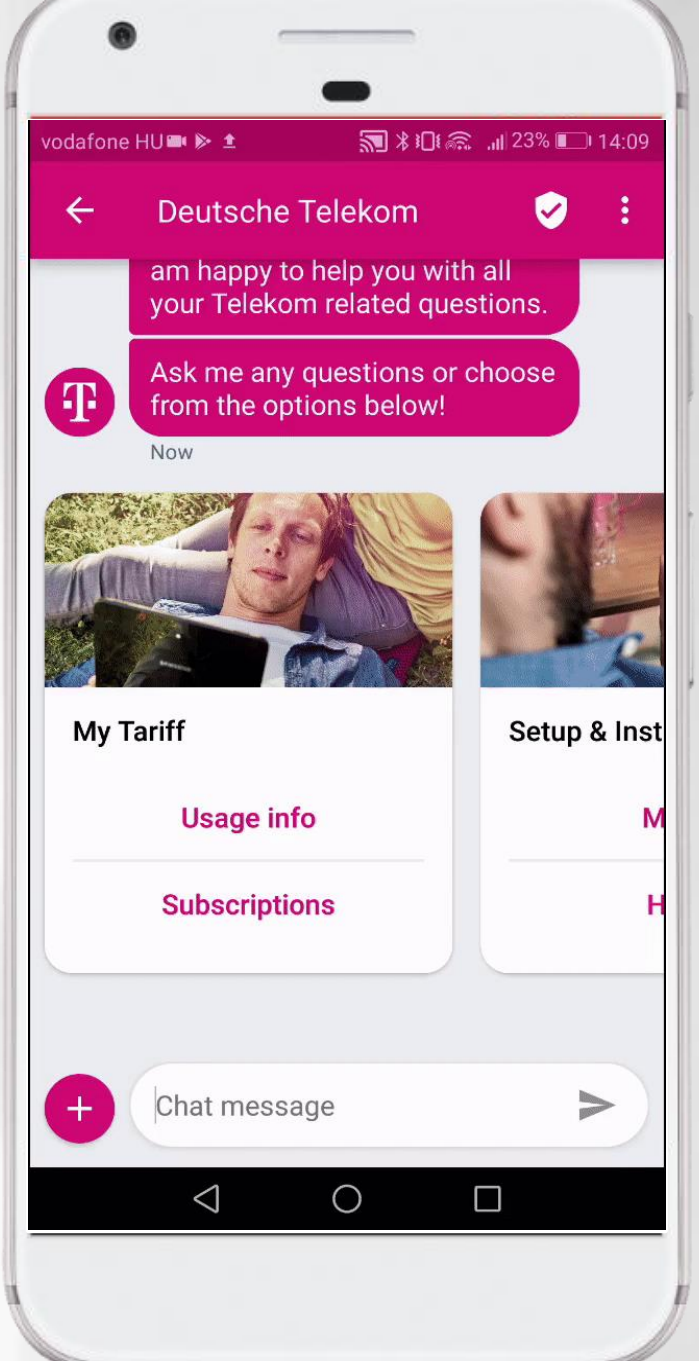
Dr. Petja Heimbach

Legacy Comms
Voice & SMS
Distributed Ledger
AI
IoT
Augmented Reality
Smart Identity
Chatbots
Conversational Commerce

CUSTOMER SERVICE BOT



- Account Balance
- Data/Phone Call Minutes Left
- Monthly Expense
- History Bill
- Data Boost
- Promotions
- Upsell
- Product service
- Live Chat
- Live Call/Video

AT THE CROSS ROADS – WHAT KIND OF CHANNEL DO WE WANT?

Which direction do we want to take?

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THE TELCO MESSAGING CHANNEL RUNS WITH AN ATTRACTIVE USP

1

PROTECT CORE ASSETS

T Trust

R Reach

P Privacy

2

MONETIZE DIRECTLY

Avoid indirect business model
with monetization of user data

Provide analytics to customers,
but never sell data to 3rd parties

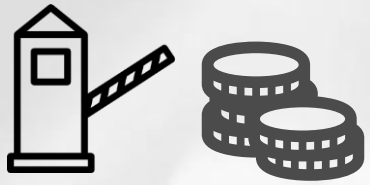
3

RESPECT CONSUMERS

WHAT WE

DON’T WANT

HOW TO PROTECT OUR CONSUMERS?



PRIZE BARRIER

ABUSE HANDLING

USER CONTROL

SPAM PROTECTION

The most valuable to protect in the ecosystem are customer eyeballs.