

# The Customer Conversation

**Paul Hagen**  
Senior Analyst  
Forrester Research

FORRESTER®

# Today's personalization is immature

- Point applications
- Single channel focus

## Marketing

Campaigns  
Merchandising  
Advertising

## Sales

Recommendations  
Advice  
Search  
Configurator

## Customer service

Knowledgebase  
Chat  
Phone  
Email

## Account Services

- [Open an Account](#)
  - [What To Do When You... Move, Get Married, Have a Child, etc.](#)
  - [Update Personal and Account Information](#)
  - [Change Account Ownership](#)
  - [Put Money/Assets into your Accounts](#)
  - [Take Money/Assets out of your Accounts](#)
  - [Establish or Update Cash Management Features](#)
  - [Buying and Selling Securities](#)
  - [Commission Calculator](#)
  - [Contact Fidelity](#)
- [Download Adobe Acrobat](#)

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Home | Shopping Cart | Express Account

Product Search  **GO!**

Go to: Hardware Software Accessories Networking

### Shopping Cart

Do you need these?

- Personal SurgeArrest Strip \$19.95 [More Info.](#) [Add it!>](#)
- Platinum Pen Company Air In Stylus/Pen/Pencil Combination \$9.95 [More Info.](#) [Add it!>](#)
- Premium Paper 8 1/2in x 11in 50 Sheet \$6.95 [More Info.](#) [Add it!>](#)
- Sound Card 120 (16 Bit ISA) ALS 120 \$14.95 [More Info.](#) [Add it!>](#)

Remove	Outpost #	Description	Quantity	True Price
<a href="#">Remove</a>	71411	Uninterruptible Power Supply System 1100VA PNP	<input type="text" value="1"/>	\$99.95
<a href="#">Remove</a>	52398	ACS45.1 AMPL PowerCube 12W SPK Subwoof 20W	<input type="text" value="1"/>	\$79.95

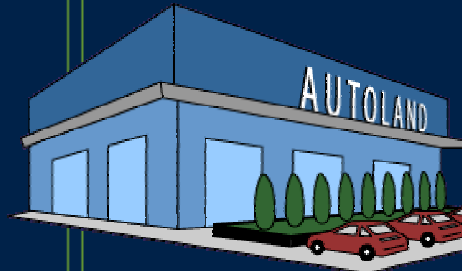
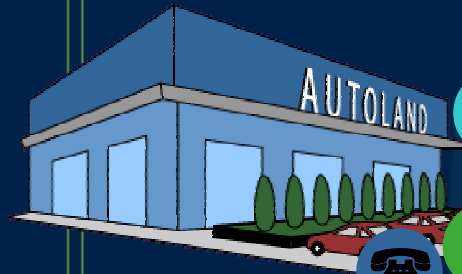
To update your quantity changes and subtotal...

**Click Here**

**Subtotal:** \$179.90  
**\$avings:** \$0.00  
**Net Product:** \$179.90  
**Shipping Estimate:** **FREE!**

All orders shipped within the U.S. are shipped OVERNIGHT FREE!

# Buyer Experiences No Longer Standard



FORRESTER



influence



decision



execution



service

# Number Of Service Channels Used

# Channels	% online buyers using...
Only 1	59.2%
2 or more	40.9%
3 or more	14.5%
4 or more	5.2%

Macy's Home - Microsoft Internet Explorer

File Edit View Go Favorites Help

Back Forward Stop Refresh Home Search Favorites History Address http://www.macys.com/

Links Alexa Best of the Web Channel Guide Customize Links Free HotMail Internet Start Microsoft Windows Update

macys.com

keyword search  
gifts products

what's hot  
at home  
men's  
kids'  
women's  
jewelry  
accessories  
lingerie  
cosmetics  
fragrances

bridal registry  
catalog request  
get in the loop and give us your email

AMAZING GRAYS  
ADRIENNE VITTADINI  
\$15.99

for **PRESEASON**

Ray-Ban REACTION KENNETH COLE it's all about fall

it's all about you! Oster SLATES

virtual value

Easy Spirit Walks the Talk  
Casual comfort, clean styling. Easy Spirit does it all with AP1 walking shoes. Regular \$69.00. Now \$58.99

use your macy's card and get 15% off  
july 13-19

Don't have a macy's card? click here.

the annual Easy Spirit SALE

It's an annual event — Easy Spirit on sale!  
All Easy Spirit styles feature shock absorbing

Internet zone

What the general public gets

FORRESTER

Macy's - Microsoft Internet Explorer

File Edit View Go Favorites Help

Back Forward Stop Refresh Home Search Favorites History Address https://www.macys.com/cgi-bin/hcommerce3/

Links Alexa Best of the Web Channel Guide Customize Links Free HotMail Internet Start Microsoft Windows Update

at home men's kids' women's jewelry accessories lingerie cosmetics fragrances

home shop macys e-club

keyword search  
gifts products  
checkout E-Club

Thank you

Home page  
What's Hot  
At Home  
Men's  
Women's  
Kid's  
Cosmetics  
Fragrances

sign-on e-club contact us customer service what's hot store locator

http://www.macys.com/cgi-bin/hcommerce/ExecMacro/wizard Internet zone

What registered users get


RE: - Lotus Notes

File Edit View Create Actions Help

Workspace Replicator Paul Hagen - Inbox RE: X

notes

1 New Memo 2 Reply 3 Forward 4 Delete 5 Folder 6 Copy into 7 Tools

 **HE Support**  
<hesupport@sharpsec.com>  
04/30/00 11:43 AM

To: "phagen@forrester.com" <phagen@forrester.com>  
cc:  
Subject: RE:

Dear Paul,

Thank you for contacting Sharp Electronics, Inc.

We recommend contacting a Customer Service Representative at our toll free number, 1-800-237-4277, and follow the prompts for Consumer Electronics. The representative will need to get more information to assist you better in determining what could be the problem.

We appreciate you allowing us the opportunity to provide you with this information. If you need to reply, please be sure to include in your message all information from prior email messages & replies.

Thank You,  
Scott D. Meyer  
Technical Specialist  
Home Electronics.  
Customer Assistance Center  
800-BE-SHRP  
hesupport@sharpsec.com <<mailto:hesupport@sharpsec.com>>

-----Original Message-----  
From: phagen@forrester.com [SMTP:phagen@forrester.com]  
Sent: Wednesday, April 26, 2000 3:52 PM  
To: hesupport@sharpsec.com  
Subject:  
Date: 4/26/00  
Time: 2:51:55 PM  
Name: paul  
Email: phagen@forrester.com  
Product: Audio - Mini System  
Message: Do the clock/timers on your shelf systems have wake-up  
alarm  
clocks on them?

542 unread document(s) remaining

Office

# Personalization meets CRM

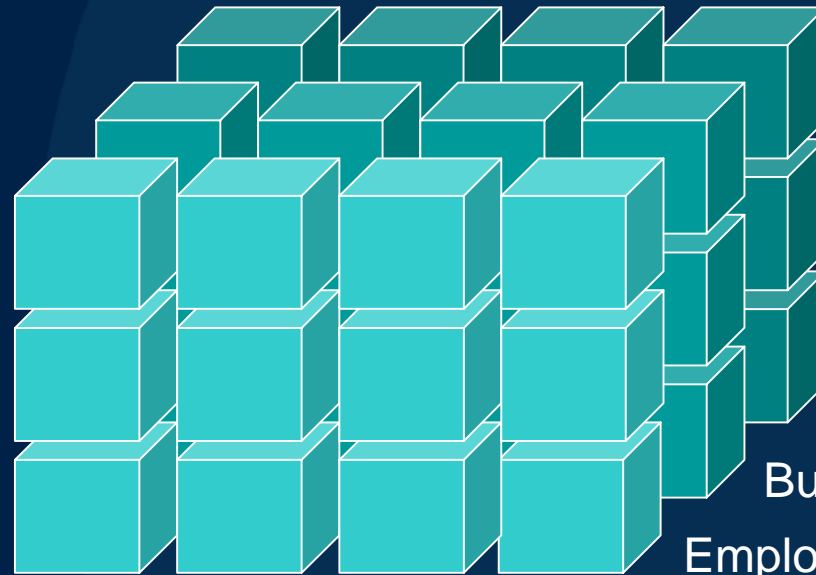
Customer-facing

Functions

Marketing

Sales

Service



End customers

Business partners

Employees



Channels or "Touchpoints"

Constituencies

# Content Profile

Content Management System    Controlled vocabularies

## Marketing

Campaigns  
Merchandising  
Advertising

## Sales

Recommendations  
Advice  
Search  
Configurator

## Customer service

Knowledgebase  
Chat  
Phone  
Email

# User Profile

Directory    Analytics    Workflow rules    3rd party data