

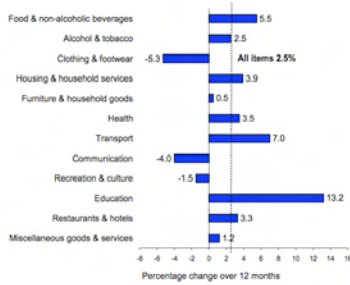


"Retailers or middlemen? Our customers' challenge in a maturing eCommerce market"  
 Buy.at's 'Speakeasy': May 2008  
[www.lanjindal.com](http://www.lanjindal.com)



Today

CPI comparison of the 12-month percentage changes



- 40% up at £13bn
- 65% online, of which 90% on broadband
- Mortgages, fuel and food increases depress other prices
- 99% pregnant?
- Rising tide floats all boats?

Retail context



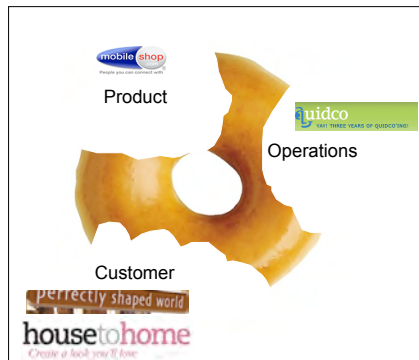
- Product, price, service
- Black hole before Christmas
- Christmas day sales - 4.4m customers online.

Donuts: there's no "middle" in ecommerce



- Customer
  - segment
  - needs
  - access
- Product
  - exclusivity
  - access
  - knowledge
- Operations
  - efficiency
  - effectiveness
  - service

3 sustainable competitive positions..



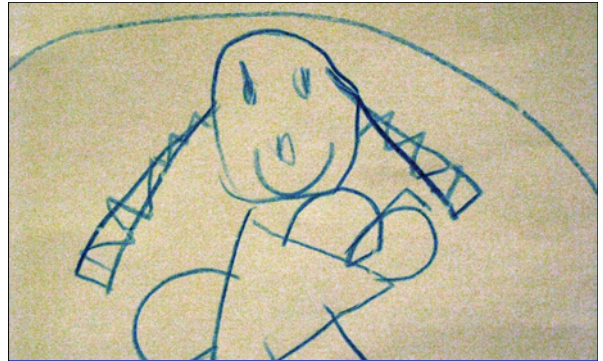
- Customer
  - segment
  - needs
  - access
  - less is more?
- Product
  - exclusivity
  - access
  - knowledge
- Operations
  - efficiency
  - effectiveness
  - service

3 sustainable competitive positions..



- “Retailier” - Slice & Dice, focus on customer - tailor-made.
- Heart of retail is
  - close to customer
  - responsive
  - service
- New brands - based on what you DO not what you say.
- Price & product: make old retailers into wholesalers
- Still challenges ->

Reassessing Retail



Customer Experience: Rich Media



Customer Experience: Rich Media



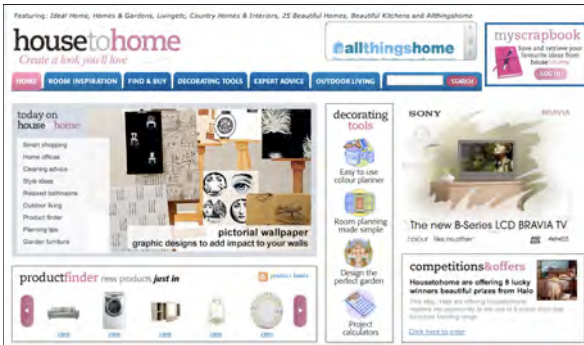
Customer Experience: Rich Media



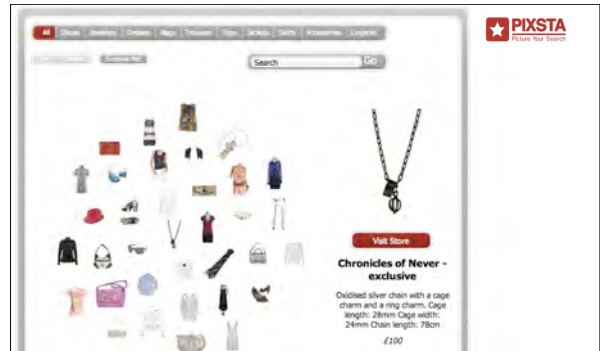
Customer Experience: Rich Media



Customer Experience: New affiliates?



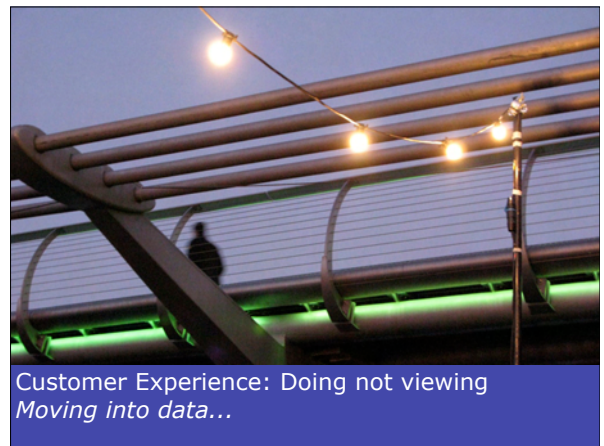
Customer Experience: Niche focus  
*Pubtailing?*



Customer Experience: Niche focus  
*Pubtailing?*

- Reviews and Meta-reviews
- Ambush - no customer's safe until you have their money!
- Cross-site insights

Metadata and meta-services: beyond your own site...



- In action...
- Google - hCard format added to Search results.
- One click to add the result to your address book.
- Could do the same with calendar items, or recommendations
- Example with the Firefox plugin..

Customer Experience: Doing not viewing  
*Microformats*

- Attention XML
- What you look at, do, note, store, act upon..
- eg Amazon profile
- Can be SOLD...

APML - Attention Profiling Markup Language



Social media?



- Mydeco
- Rich media
- An affiliate site
- Newsfeed - viral marketing
- CRM and insight
- "dotcoms" now a plugin...

Social Media (yuk) as a 'platform' (yay)



Commercial Challenges



Thank you.

www.ianjindal.com