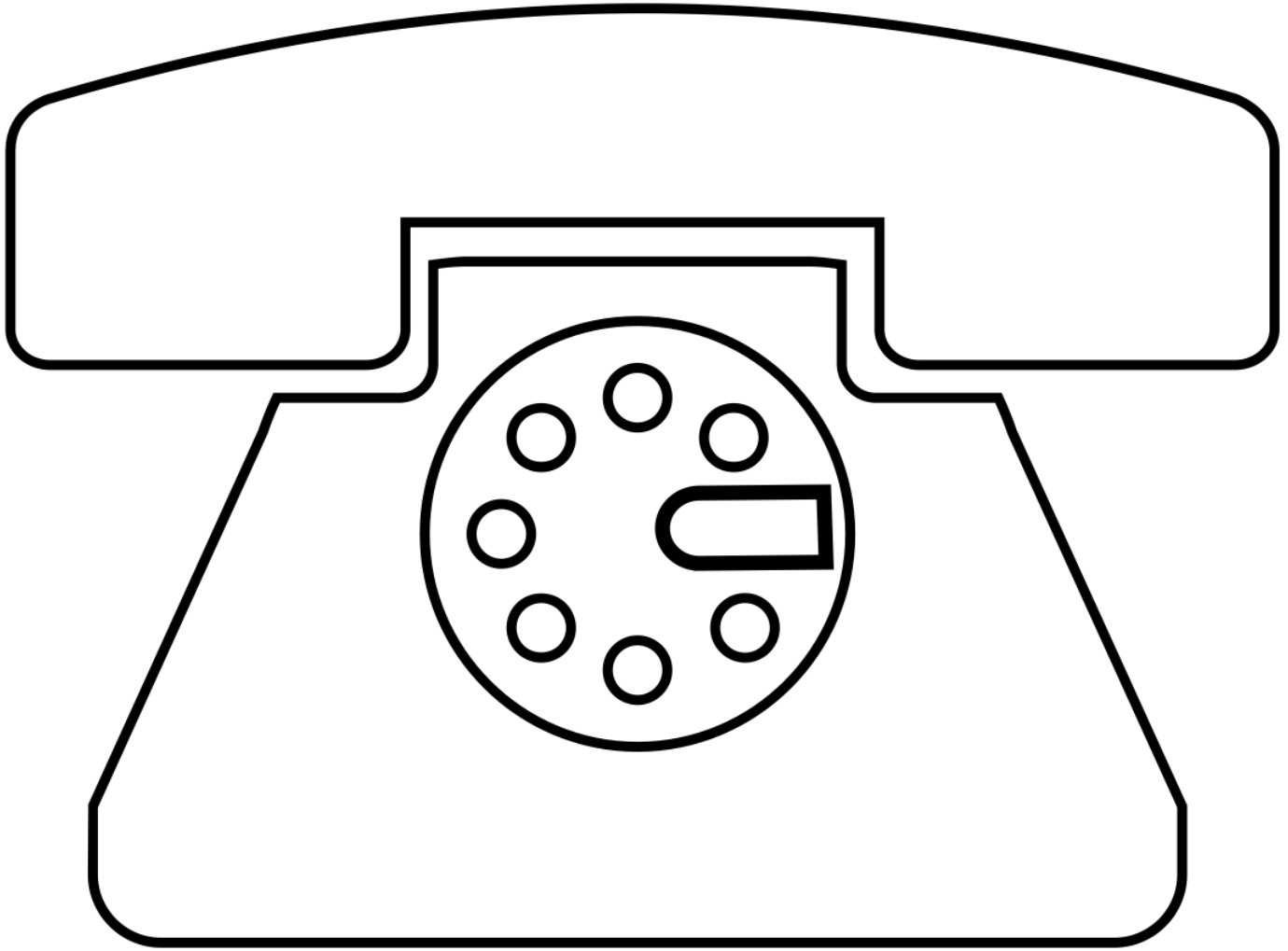
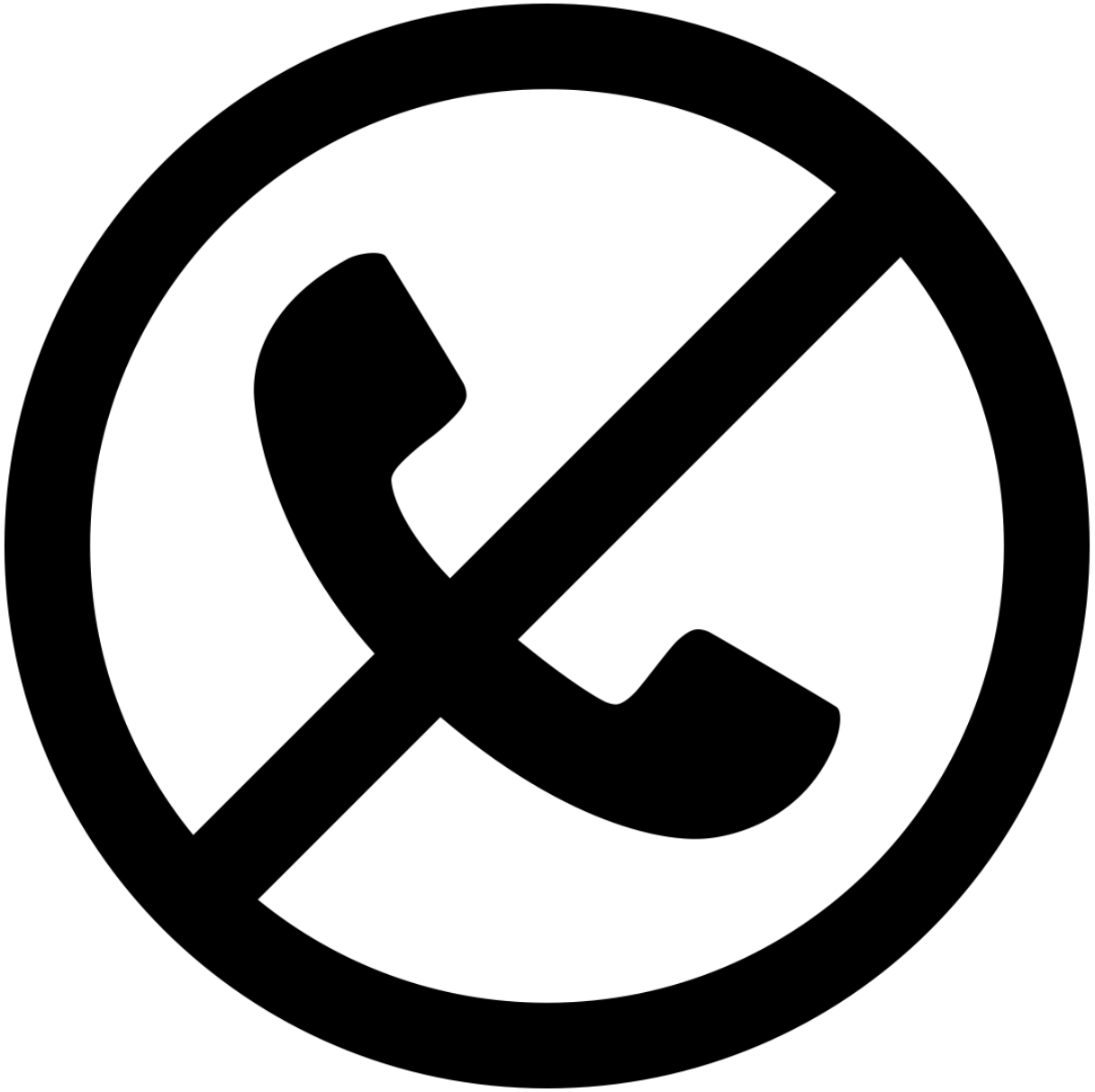
THE NEW DIALTONE

The Communication Avalanche: How Technology is Changing Our Work Environment & Employment Models

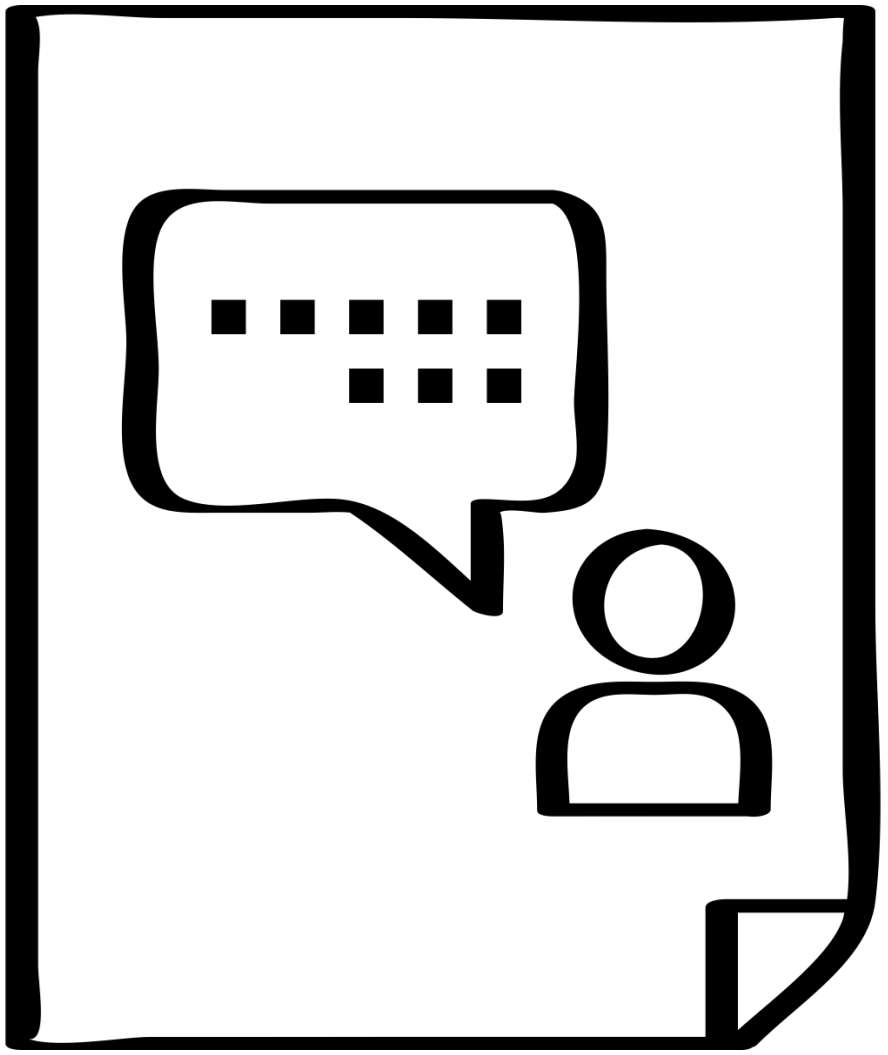
Amir Zmora
@AmirZmora

https://thenewdialtone.com/

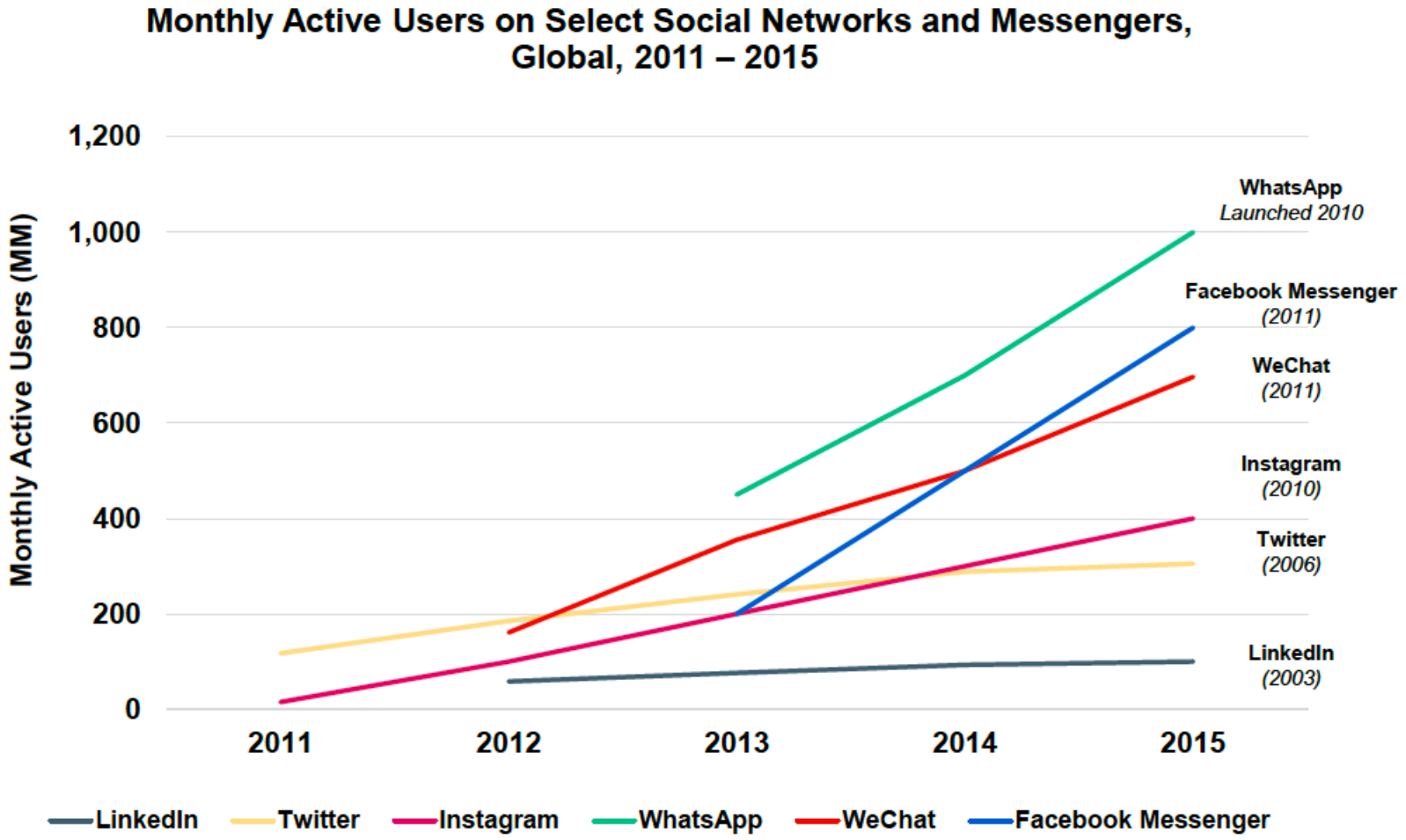




Texting is the king of communications



Messaging on the rise



@KPCB Source: Facebook, WhatsApp, Tencent, Instagram, Twitter, LinkedIn, Morgan Stanley Research
Note: 2013 data for Instagram and Facebook Messenger are approximated from statements made in early 2014. Twitter users excludes SMS fast followers.

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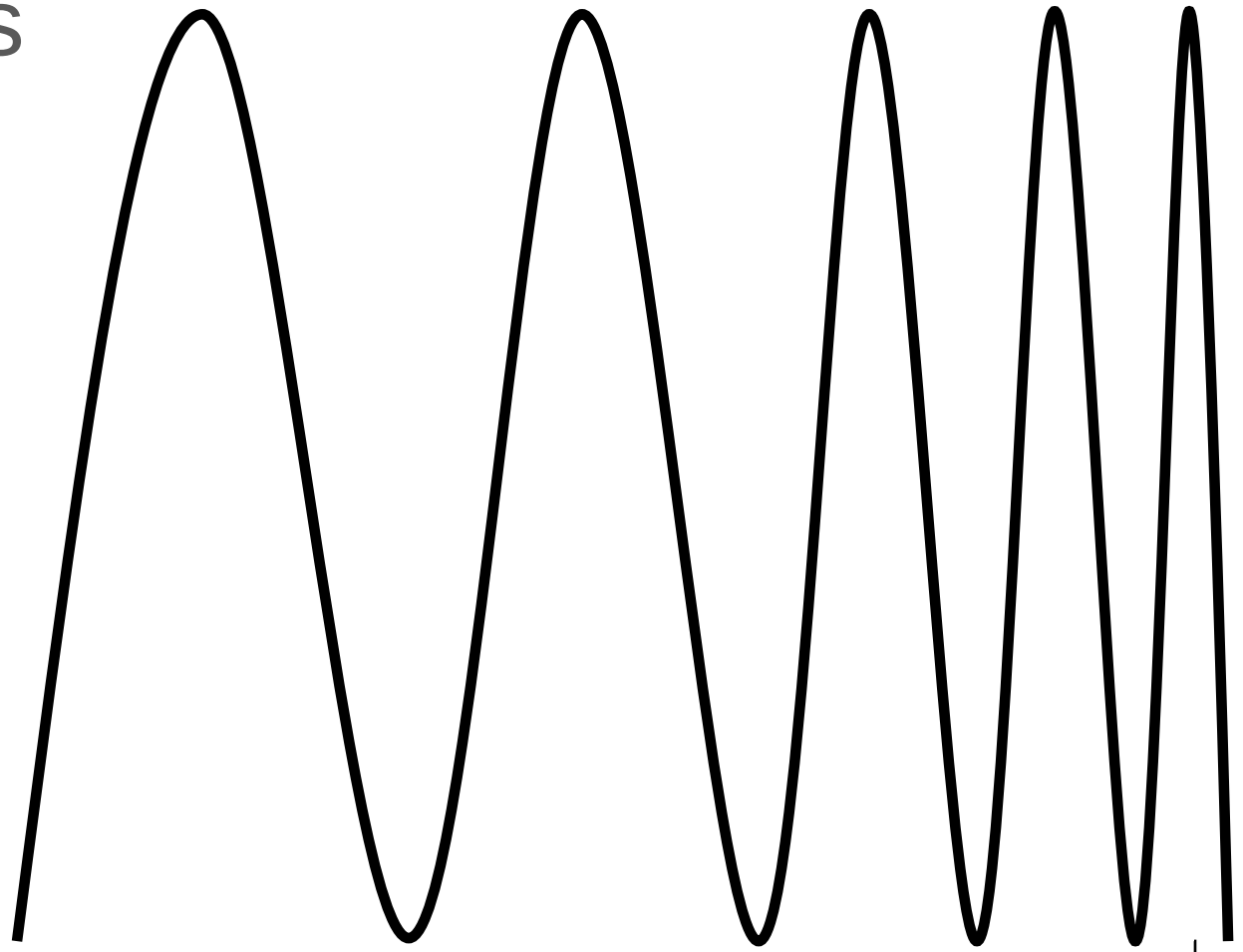
Smihula Waves



Industrial Revolution
1780-1880

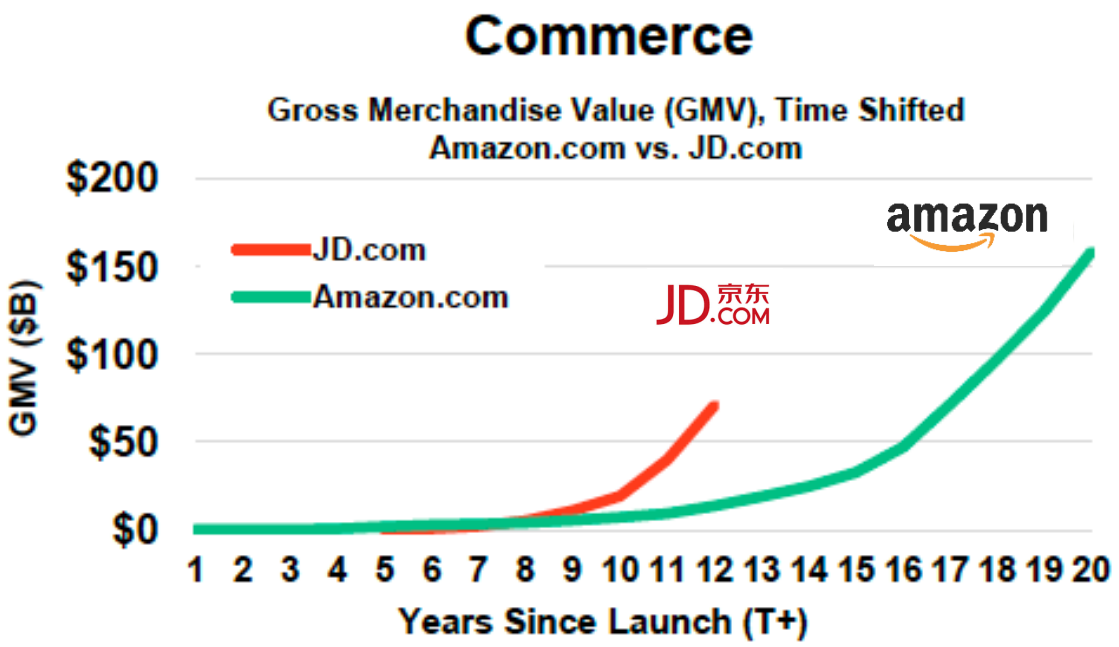
Technical Revolution
1880-1940

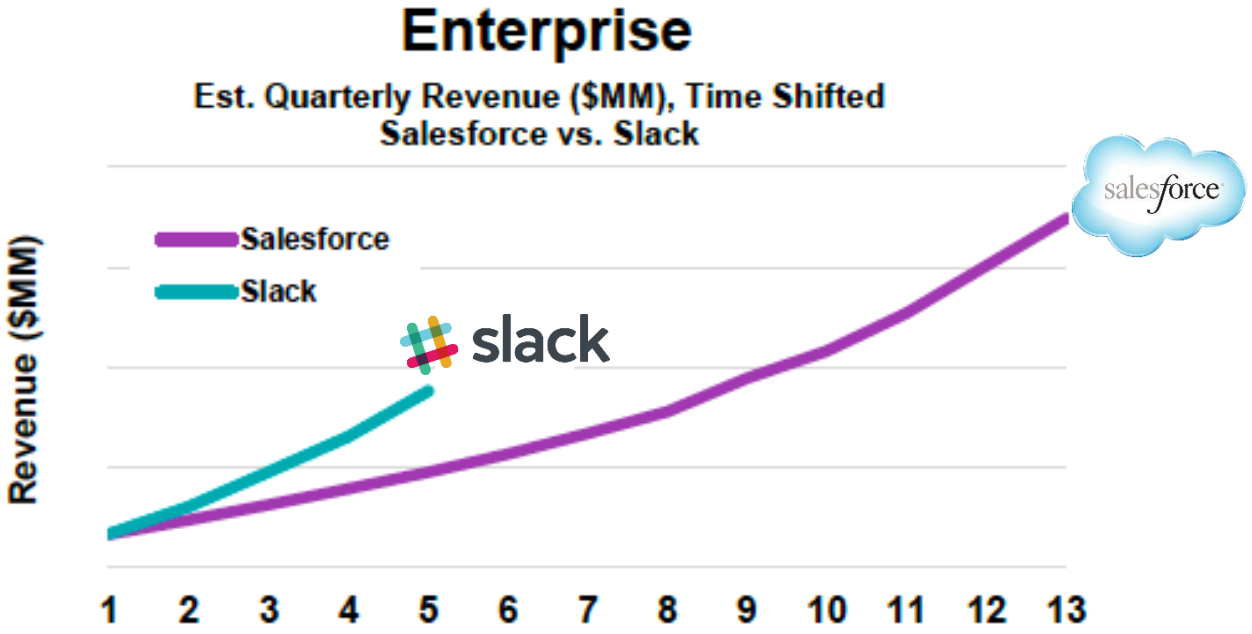
Scientific-Technical Revolution
1940-1985

Information & Telecom Revolution
1985-2015

hypothetical wave of the post-informational technological revolution
2015 - 2035

Acceleration of growth





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AWS 2006

iPhone 2007

gTalk 2005

Whats App 2009

Slack 2013

ICQ 1996

Broadsoft 1998 + Intellinote 2006

Skype 2003

Facebook 2004 & 2006

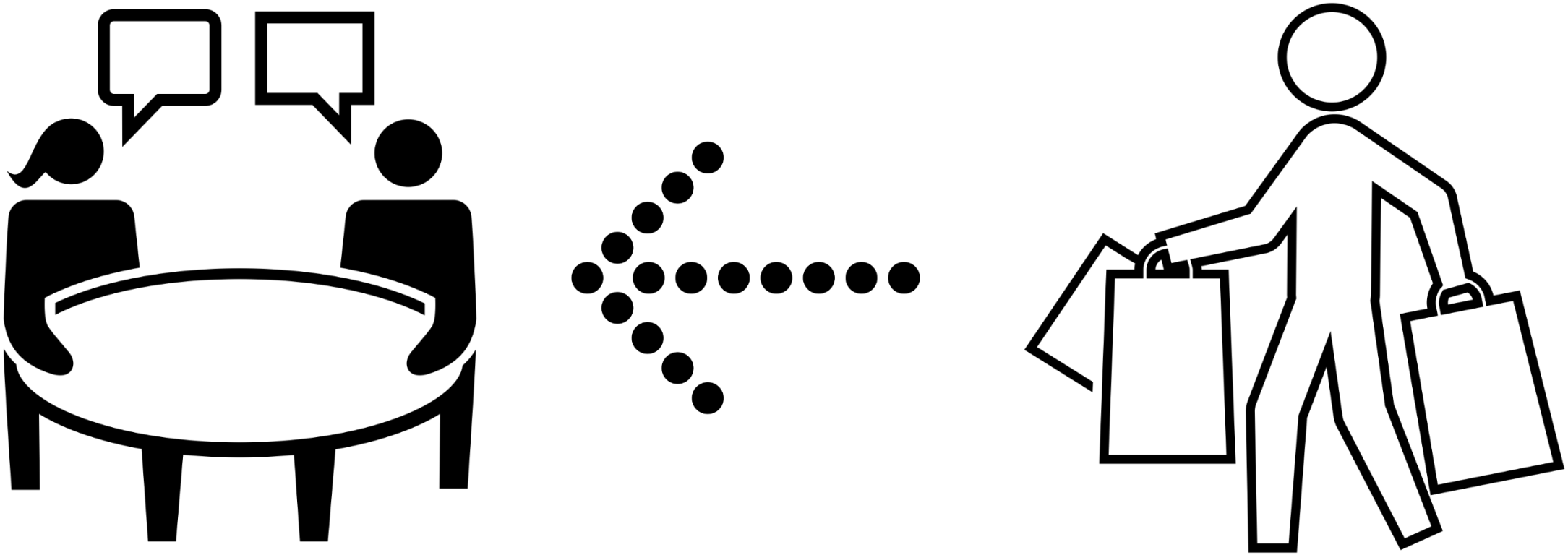
Dropbox 2007

WebRTC 2011

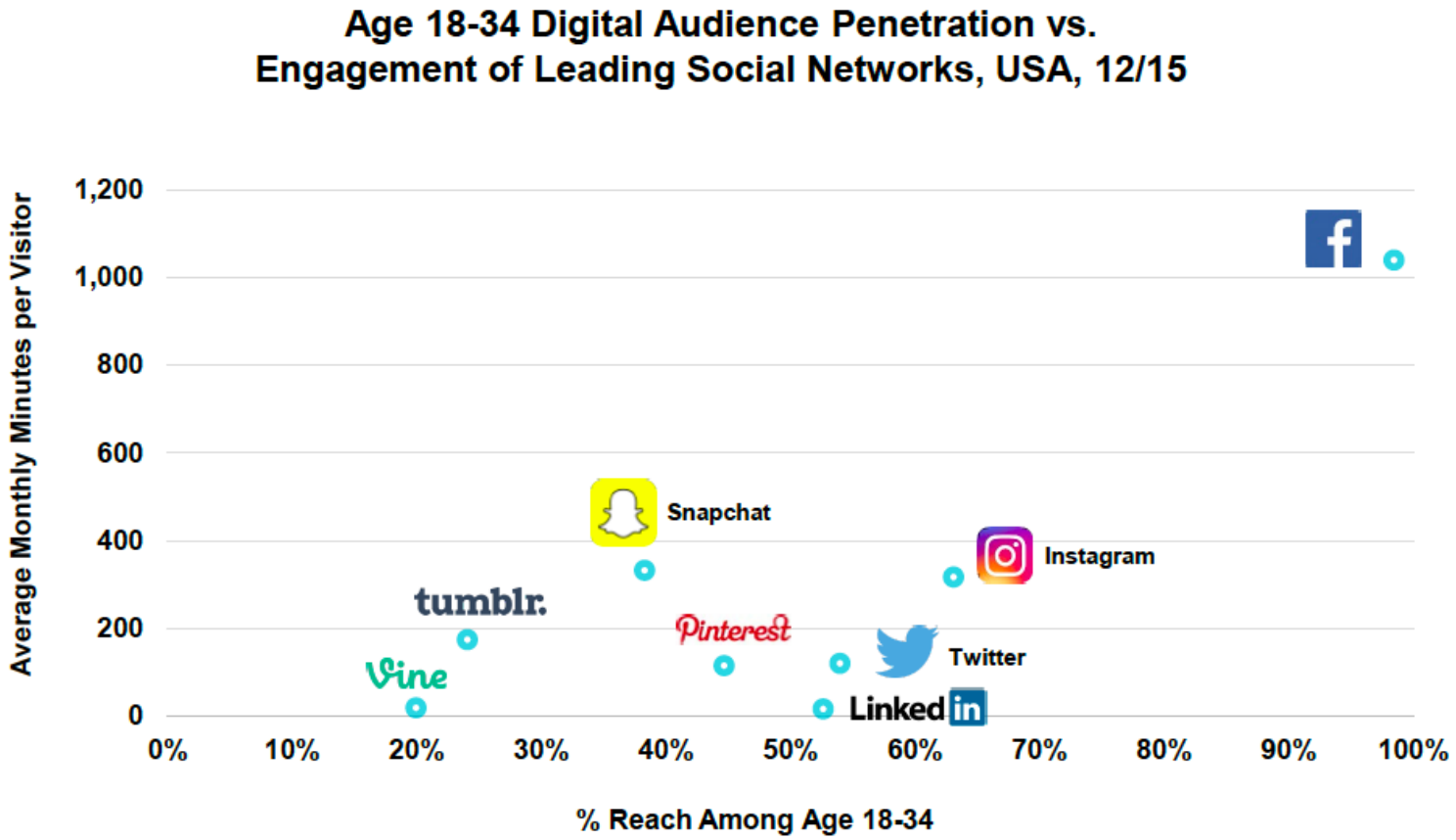
Hangouts 2013

1995 2000 2005 2010 2015

Consumer habits predict the future B2B communications



Millennial Social Network Engagement



Source: ComScore Media Metrix Multi-Platform, 12/15.

Messaging becomes more expressive

Attributes – Millennials vs. Gen Z

Millennials	vs	Gen Z
Tech Savvy: 2 screens at once		Tech Innate: 5 screens at once
Communicate with text		**Communicate with images**
Curators and Sharers		Creators and Collaborators
Now-focused		Future-focused
Optimists		Realists
Want to be discovered		Want to work for success

Source: "Engaging and Cultivating Millennials and Gen Z," Denison University and Ologie, 12/14.
Note: Gen Z defined in this report as those born after 1995. In 2016 they are ages 1-20. Note that there may be different opinions on which years each generation begins and ends.

Messaging going business

A thread user/business can return to

Conversational & In-context

Hyatt

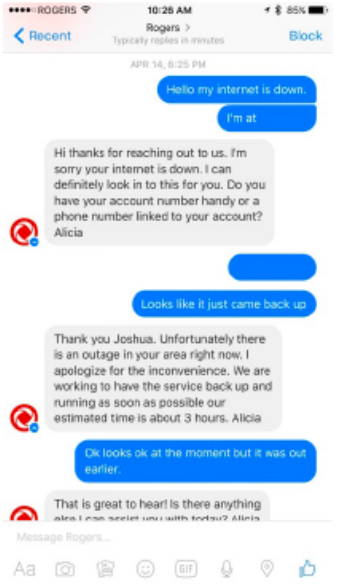
Check Availability / Reservations / Order Room Service

Started Offering Customer Service on Facebook Messenger in 11/15

+20x Increase in Messages Received by Hyatt Within ~1 Month

Rogers Communications

Ask Questions / Update Account / Set Up New Plan



Started Offering Customer Service on Facebook Messenger in 12/15

65% Increase in Customer Satisfaction
65% Decrease in Customer Complaints

Source: "Digital Transformation for Telecom Operators," by Deloitte, 2016. Wired.
The Commissioner for Complaints for Telecommunications Services (CCTS) reported a 65 per cent decrease in customer complaints between 8/15 and 1/16 compared to the previous six months

This consumer trend will move to B2B

Popularity of Business Contact Channels, by Age

Which channels are most popular with your age-profiled customers?
(% of contact centers)

	% of Centers Reporting Most Popular Contact Channels by Generation				
	Internet / Web Chat	**Social Media**	**Electronic Messaging** (e.g. email, SMS)	**Smartphone Application**	**Telephone**
Generation Y (born 1981-1999)	24% (1st choice)	24% (1st choice)	21% (3rd choice)	19% (4th choice)	12% (5th choice)
Generation X (born 1961-1980)	21% (3rd choice)	12% (4th choice)	28% (2nd choice)	11% (5th choice)	29% (1st choice)
Baby Boomers (born 1945-1960)	7% (3rd choice)	2% (5th choice)	24% (2nd choice)	3% (4th choice)	64% (1st choice)
Silent Generation (born before 1944)	2% (3rd choice)	1% (4th choice)	6% (2nd choice)	1% (5th choice)	90% (1st choice)

Source: "Global Contact Center Benchmarking Report," Dimension Data, 2015.
N = 717 Contact Centers, Global. Results are shown based on contact centers that actually tracked channel popularity. Percentage may not add up to 100 owing to rounding.
Generation Y is typically referred to as "Millennials"

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The Future of Communications

Hypothetical Mock-up
Can this indicate future meeting scenario/engagement?

Tune-In Notifications, Game Reminders, Breaking Actions

Scoreboard Allows Fans to Follow Play-by-Play

Vertical View = Live Broadcast + Tweets Dashboard for Social Media Engagement

Horizontal View = Unencumbered, Full-Screen, TV-like Viewing Experience

Tweets Engage Fans in Real-Time Conversation

Professional Commentary and Analysis

Toggle Between Tweets from Stadium / Nearby / All

Source: KPCB Hypothetical Mock-Up.
Design provided by Brian Tran (KPCB Edge)

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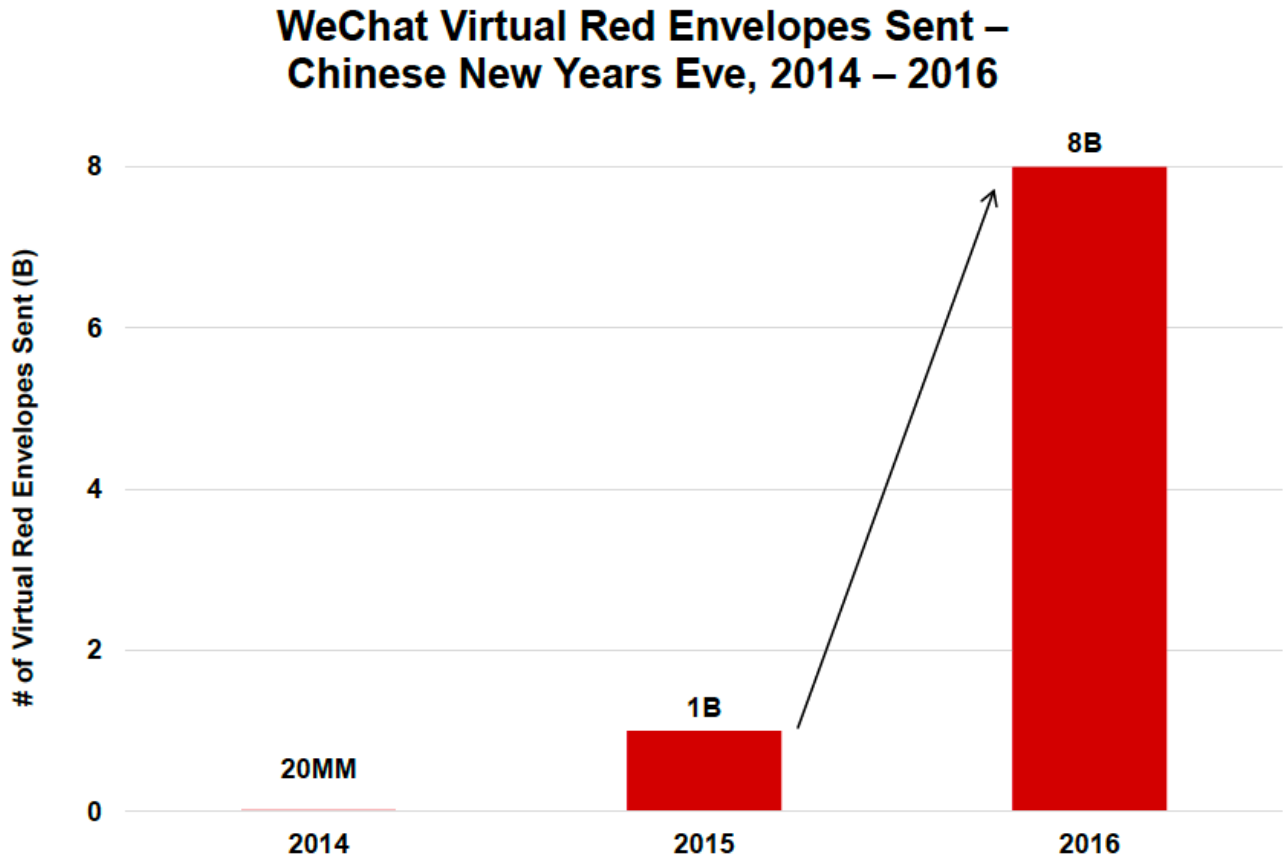
Business transactions will move to B2C communications platforms

PayPal started for shopping, now used for business transactions



@KPCB Source: Tencent.

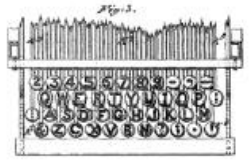
Human-Computer interaction moving to voice

Moving from 95% to 99% accuracy will be an inflection point

Low latency required

Next challenge - Overcoming background noise

Punch Cards for Informatics
1832



QWERTY Keyboard
1872

Electromechanical Computer (Z3)
1941

Electronic Computer (ENIAC)
1943

Paper Tape Reader (Harvard Mark I)
1944

Mainframe Computers (IBM SSEC)
1948

Trackball
1952

Joystick
1967

Microcomputers (IBM Mark-8)
1974

Portable Computer (IBM 5100)
1975

Commercial Use of Window-Based GUI (Xerox Star)
1981

Commercial Use of Mouse (Apple Lisa)
1983

Commercial Use of Mobile Computing (PalmPilot)
1996

Touch + Camera - based Mobile Computing (iPhone 2G)
2007

Voice on Mobile (Siri)
2011

Voice on Connected / Ambient Devices (Amazon Echo)
2014

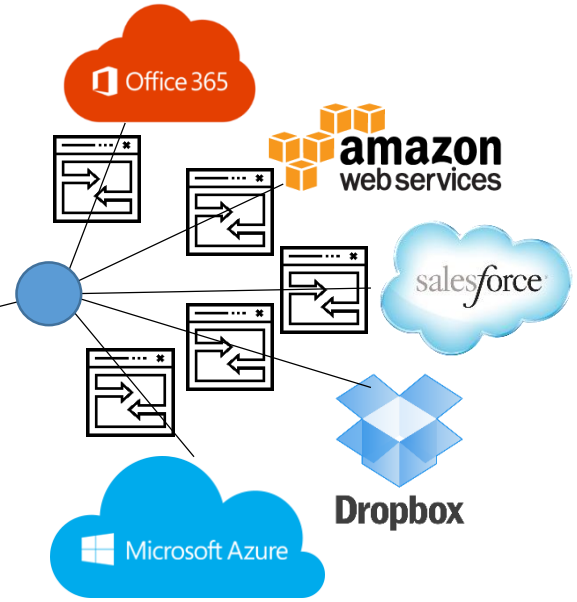
@KPCB

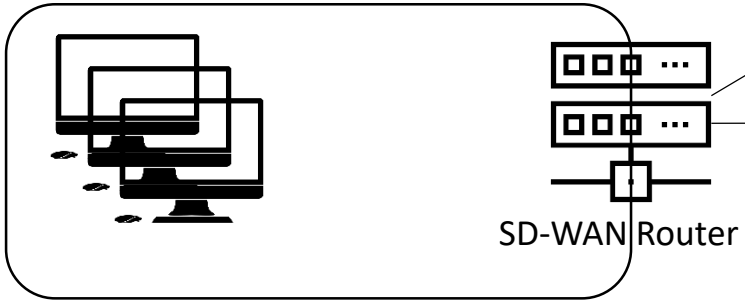
Source: University of Calgary, "History of Computer Interfaces" (Saul Greenberg)

SD-WAN

SD-WAN aggregation server

Internet



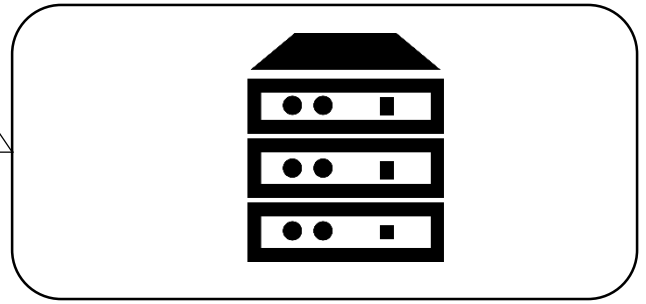


SD-WAN Router

Enterprise Branch
replicated at multiple locations

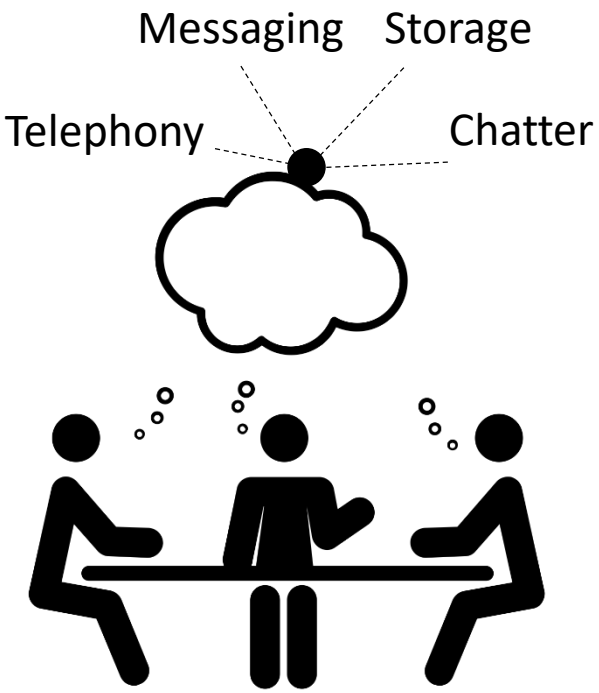
Dynamic multi-path selection & optimization

MPLS

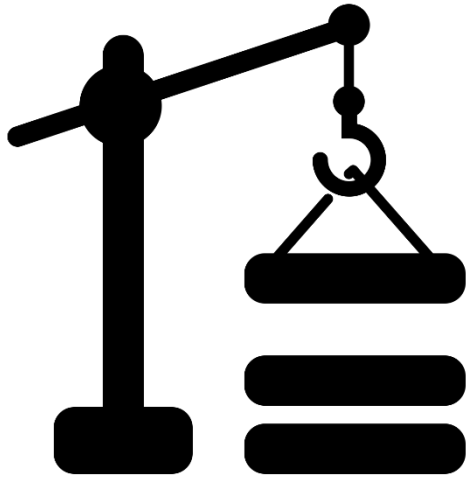


UCaaS Data Center

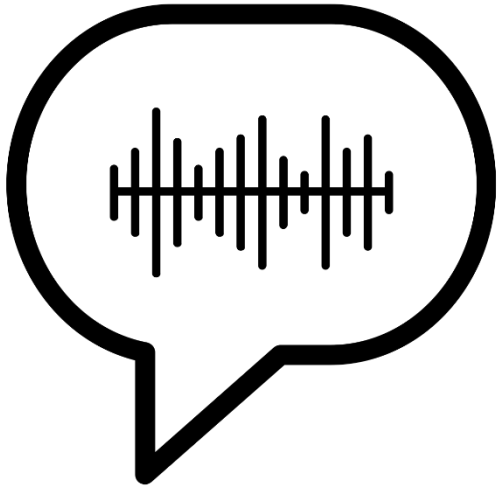
The Future of Communications



True collaboration – remote joint work



Big Data allowing for search & retrieval of voice, texting, content



Voice centric vs. text Human-Computer interface moving to voice

Transactions through B2C communications platforms also in B2B

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Skype for Business

Workplace by facebook

Traditional communication is challenged by other disciplines

Dropbox

Google Apps for Work

slack

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Thank You

Amir Zmora
@AmirZmora

https://thenewdialtone.com/