

Communicating with Customers is Key



Mahesh Paolini-Subramanya
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Welcome to the Obvious



Its all about the Customer, stupid



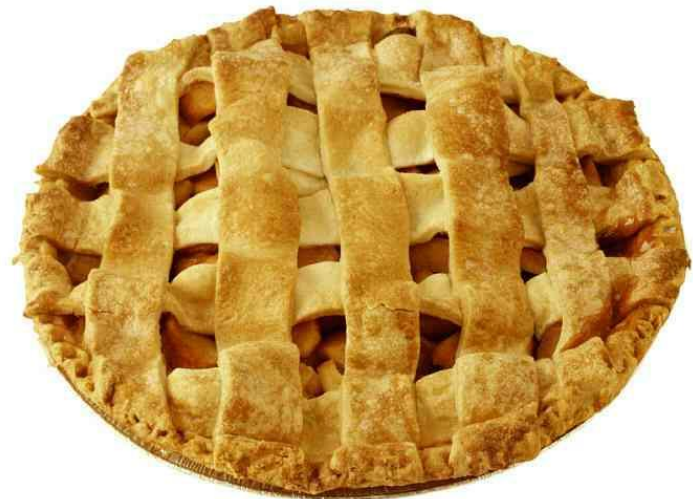
“Someone calling themselves a customer says they want something called service.”



Welcome to the Obvious



Keeping your customers in the loop is Key



The First Lesson



You are always communicating with your customers



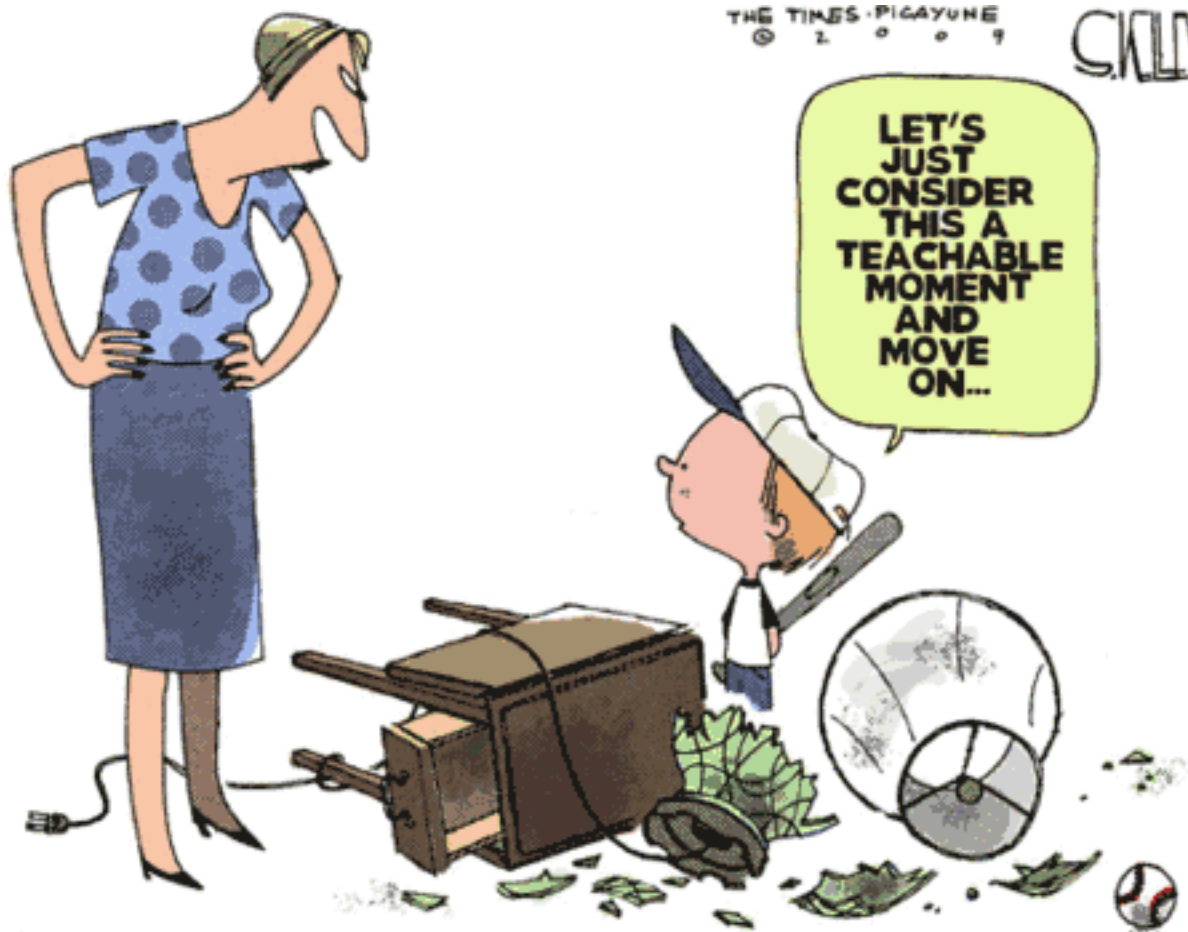
Every customer interaction is a Marketing Moment



Moments



Every customer interaction is a Teachable Moment



Moments



Every customer interaction is a Karmic Moment



Second Lesson



Every interaction counts

-or-

You never get a 2nd chance to make a 3rd impression



Reactive Communications



“Give Me, Show Me, Tell Me”

- ▶ Initiated by the User

What time is it?



TwistyNoodle.com



Web Images Local News more ▼ 

Google™

where am i



Acquiring location...

Proactive Communications



“Yo! Check this out!”

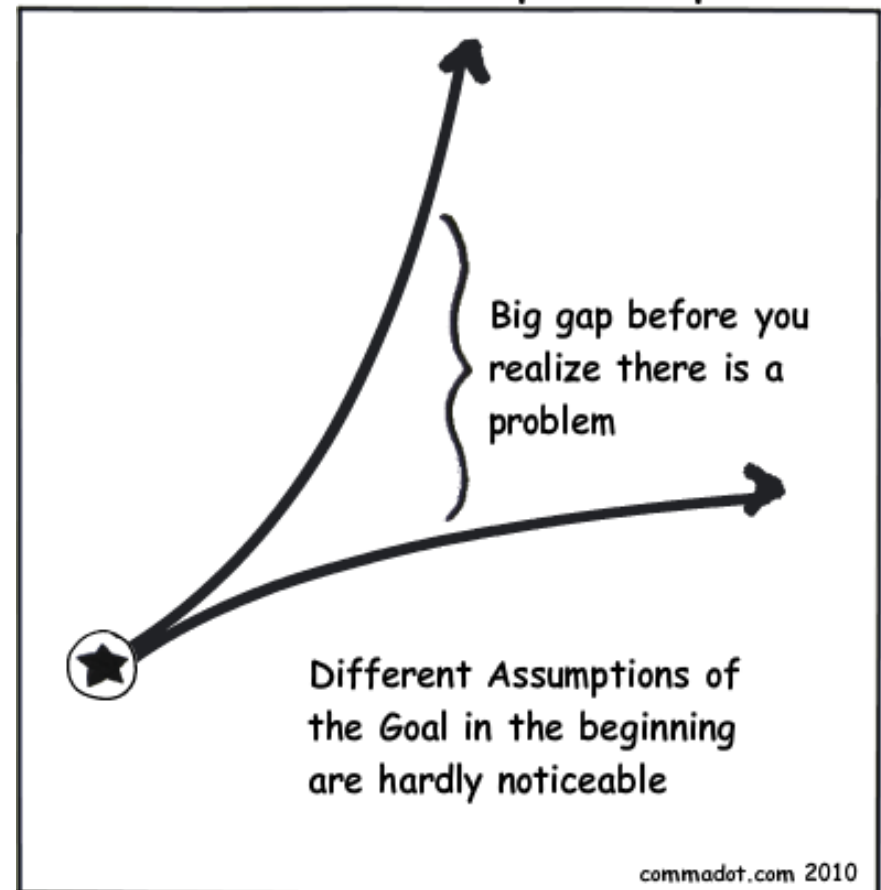
- ▶ Initiated by the System



Prototypes are Easy (and Dangerous)

- ▶ Bad assumptions (always!)
- ▶ Interactions are easy to build out
 - Services
 - Domain Objects
 - CGIs
 - Triggers (Really!)

The Bad Assumption Gap



At Scale? Ack!



Systems evolve as patch-ware

- ▶ Scaffolding incompatibility
- ▶ Degradation is slow
- ▶ “Two+ phase” design



Third Lesson



Scaling is Hard

- ▶ You will *always* discover that
 - You didn't understand your own problem-space
 - You didn't understand your tool-set
 - It will *not* scale the way you thought

- ▶ *There are more failure modes Horatio than are dreamt of in your philosophy*



Need Cloud? Use Erlang/OTP



OTP behaviors make your life less eventful



Passing the Buck



gen_event

- ▶ Notifications
- ▶ Updates
- ▶ (A)sync actions



FedEx[®]
Express

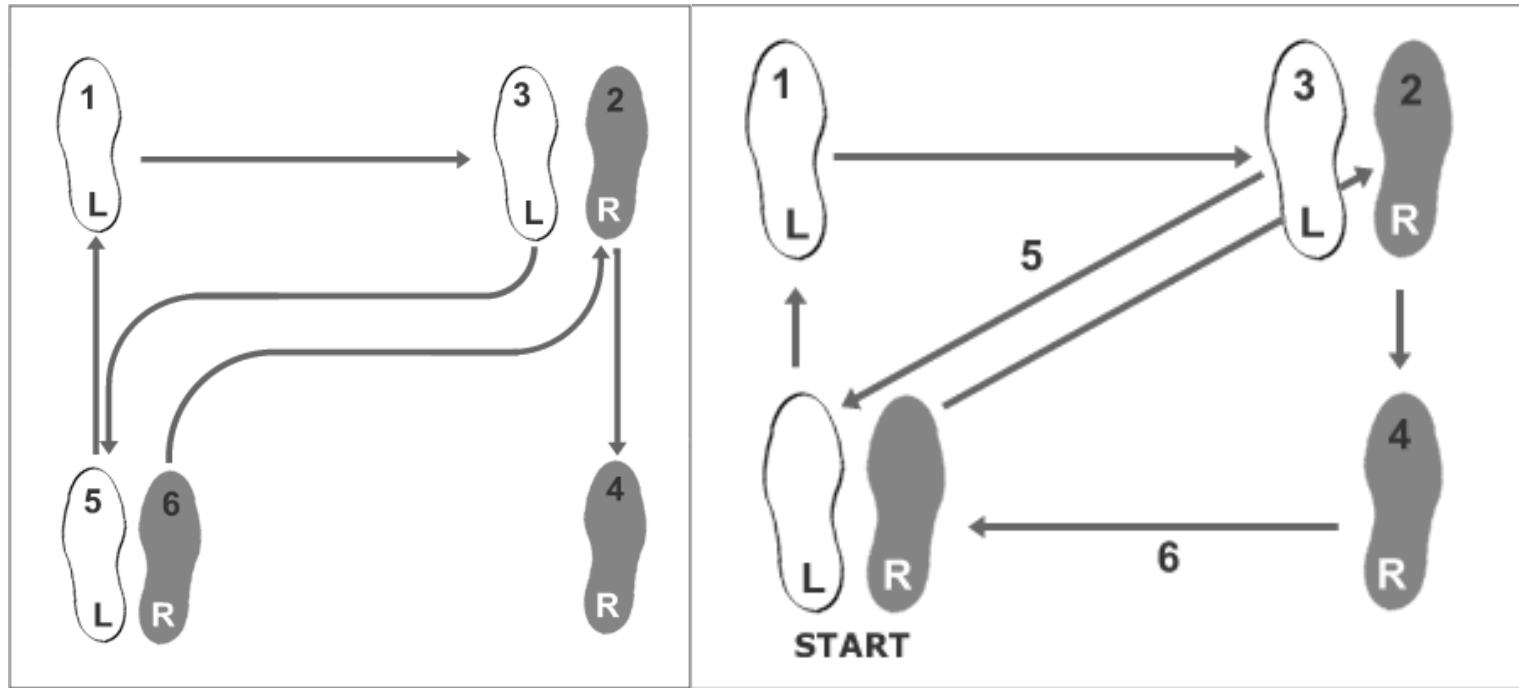


Choreography



gen_fsm

► What to do next?



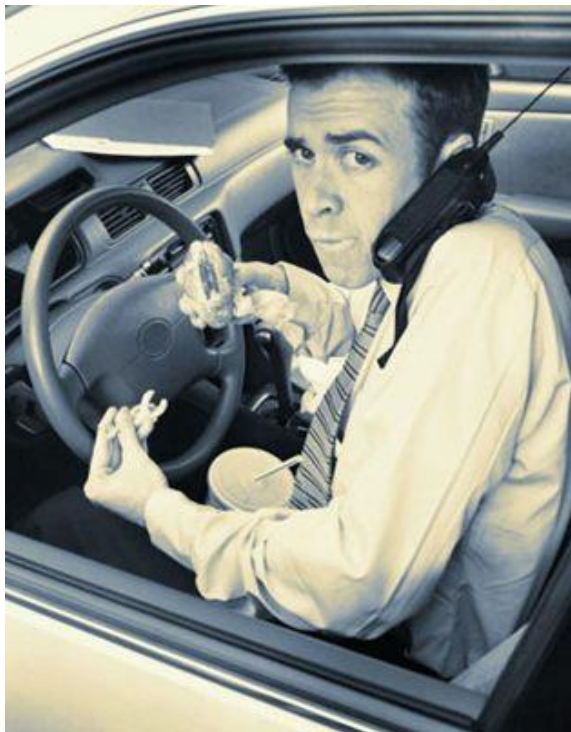
Fourth Lesson



Where do you want to spend your time?

-or-

Complexity never goes away, it just moves up the food chain



The Lessons



- ▶ *You are always communicating with your customers*
- ▶ *Every interaction counts*
- ▶ *Scaling is Hard*
- ▶ *Where do you want to spend your time?*



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