

Week 8: The Ugly Side of CRM

Recall that Business 2.0 ranked "You - the customer" as one of the 50 people who matter now for 2006. Why You Matter according to Business 2.0: They have long said the customer is always right. But they never really meant it. Now they have no choice. You - or rather, the collaborative intelligence of tens of millions of people, the networked you - continually create and filter new forms of content, anointing the useful, the relevant, and the amusing and rejecting the rest. You do it on Web sites like Amazon, Flickr, and YouTube, via podcasts and SMS polling, and on millions of self-published blogs. In every case, you have become an integral part of the action as a member of the aggregated, interactive, self-organizing, auto-entertaining audience. But the You Revolution goes well beyond user-generated content. Companies as diverse as Delta Air Lines and T-Mobile are turning to you to create their ad slogans. Procter & Gamble and Lego are incorporating your ideas into new products. You constructed open-source and are its customer and its caretaker. None of this should be a surprise, since it was you - your crazy passions and hobbies and obsessions - that built out the Web in the first place. And somewhere out there, you are building Web 3.0. We do not yet know what that is, but one thing is for sure: It will matter.

There are numerous examples of customers having power on the Web. A few sites include www.ihatedell.com and www.donotbuydodge.ca. Customers are using YouTube, MySpace, blogs, and a number of other Web tools to slam or praise companies.

On the discussion board answer the following:

- 1) Do you believe that the most influential person of the year is You? (Yes I mean you reading this question!)**
- 2) Create an argument for or against the following statement "You are the number one most influential person of this year."**

As always, you are encouraged to respond to other's postings.

I believe Time Magazine also made this argument when they made the cover of their "Person of the Year" issue a mirror, arguing that Web 2.0 empower us all. As an individual, I am obviously not the most influential person of the year; however, as a member of a collaborative effort, we all become part of an emergent body that is more powerful than and single corporation or government body.

It's like Thomas Hobbe's "Leviathan," where he compares an organized group of people to a giant, unstoppable living thing. Ants and bees are insignificant, but their collective hives make them evolutionary success stories. The Web 2.0 is like that, and we are the tiny units that make the Web work.

So I would agree that WE are the most influential person (singular) of the year.

