

# The New Personal Communication Model: the rise of Volunteered Personal Information

How VPI can help organisations transform customer relationships, cut costs and add new value.

This detailed research report will:

- explain the new Personal Communication Model and how it affects today's Organisational Communication Model
- explain what Volunteered Personal Information (VPI) is and what makes it so powerful
- explain the three "tipping points" behind the rise of VPI
- assess the potential value of VPI to organisations
- show how VPI can support CRM, marketing, sales and innovation
- estimate the £ value of the emerging VPI market
- show how VPI affects organisations' CRM costs and ROI
- outline criteria for success in a VPI-enabled world
- define 16 different types of VPI and their uses
- build a business case for VPI
- show how to create a VPI strategy

**The new Personal Communication Model: the rise of Volunteered Personal Information** covers:

1. VPI and the Status Quo
2. The Three Tipping Points
3. What's special about VPI?
4. The Commercial Value of VPI
5. VPI's Impact on CRM, Customer Insight and Marketing
6. Developing a VPI strategy

**Publication date:**

9 July 2009

**Pages:**

118pp

**Of interest to:**

CEO, Marketing Director, Sales Director, IT Director, Strategy Director, Commercial Director, Customer Service Director, Innovation Director, CRM, Market Research, Customer Insight

**Functional areas:**

Branding, Call Centre, Customer Service, Fulfilment, IT, Marketing, New Product Development, Operations, PR, Sales

**Price: £2,950 + VAT**

“ The logic of VPI is AND, not OR. It is win-win for everybody. Markets will be far more active and energized when they are fueled by real interest and real demand. Governments will be far more responsive and effective, because citizens will have better means for making their wishes known, and for providing the facts necessary to obtain the right services. Means for creating value will multiply exponentially in many directions. ”

*Quote from Harvard University Berkman Center's Doc Searls*

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# What is Volunteered Personal Information?

VPI is information only the customer knows and which therefore, only the customer can share. New technologies are making it possible to share this information efficiently.

VPI lies at the heart of the next wave of Internet innovation. It's what comes after social networking and will transform how organisations and customers do business with each other.

This new report explains the new Personal Communication Model and its implications, maps the opportunities opened up by VPI, and lays out the essentials of an effective VPI strategy.

## About Ctrl-Shift

Ctrl-Shift is the world leader in Vendor Relationship Management Strategies and Buyer Centric Technology.

In today's world customers are far less brand loyal, increasingly sophisticated in their buying behaviour, and far more empowered and demanding of suppliers than ever before. Using a mixture of research, projects and blueprint design, we test and develop innovative ways for organisations to engage with consumers, customers and citizens to seize opportunities to save money and/or create value.

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