



Preliminary Draft Meeting Agenda

16 June 2006

Rittenhouse Hotel — Philadelphia

- 8:15 - 9:00 Continental Breakfast**
- 9:00 - 9:15 Introduction and Objectives of Meeting**
- 9:15 - 10:15 Strategic Uncertainty: The Power of Pattern Recognition and Previous Experience**
Eric K. Clemons
(Paper will be distributed before session)
All of the sciences and engineering disciplines have mechanisms for recognizing patterns, reducing problems to classes of situations that were previously encountered and previously resolved. We discuss how true strategic uncertainty cannot be hedged or managed until some structure can be imposed on inherently ambiguous situations, converting them to manageable risks, and we discuss how prior experience can facilitate this transformation.
- 10:15 - 10:30 Coffee Break**
- 10:30 - 11:30 A Case Study of BuySafe — Valuing the Elimination of Uncertainty**
Eric Clemons, Jeff Grass, Steve Woda
(Paper will be distributed before session)
Uncertainty should and indeed does reduce customers' willingness to pay for many products offered for sale over eBay. BuySafe ensures that products sold over eBay are indeed precisely what the sellers claim they are, significantly reducing customers' risks. Not surprisingly, this represents a significant improvement over eBay's rating systems, and not surprisingly this translates into a measurable price premium for the seller.
- 11:30 - 1:00 Consumer Behavior, Customer Loyalty, and Profitability**
Eric Clemons, Steve Barnett
(Paper will be distributed before session)
What have we learned in the past five years about customer behavior? How can we translate this into product design? What have we learned about customer retention and customer loyalty strategies? Do they reduce costs or produce superior revenues, leading to competitive advantage for the incumbent? Or do they merely represent an expensive Prisoners Dilemma, increasing the incumbents' cost of doing business without providing measurable advantage?
- 1:00 - 2:30 Working Lunch — What Works and What Does Not with Current Customer Loyalty Programs**
- 2:30 - 3:45 Group Presentations — What Works and What Does Not with Current Customer Loyalty Programs**

3:45 - 4:00 Concluding Remarks