# How Google would provide service if they operated a Pizza Delivery business

The following fictional story exemplifies the advances and developments in Big Data Analytics and Artificial Intelligence, or social intelligence, applied in improving B2C services.

Although it is far-reaching in its behavioral conclusions, it is not impossible for a company who could overcome the obstacles of gathering such large amounts of data from distributed sources, and processing the volume of data gathered to provide such distinct understanding.

But, this is the essence of what big data analytics combined with AI is aiming to do, remove the barriers and deliver such personal depth in services.

*Customer: Hello! Is this Gordon's Pizza?*

Google: No sir, it's Google Pizza.

*Customer: I must have dialed a wrong number. Sorry.*

Google: No sir, Google bought Gordon's Pizza last month.

*Customer: OK. I'd like to order a pizza.*

Google: Do you want your usual, sir?

*Customer: My usual? You know me?*

Google: According to our caller ID data, the last 12 times you called you ordered an extra-large pizza with three cheeses, sausage, pepperoni, mushrooms and meatballs on a thick crust.

*Customer: OK! That's what I want.*

Google: May I suggest that this time you order a pizza with ricotta, arugula, sun-dried tomatoes and olives on a whole-wheat gluten free thin crust?

*Customer: No you may not! I detest vegetables.*

Google: Your cholesterol needs help, sir.

*Customer: How the heck do you know?*

Google: We cross-referenced your home phone number with your medical records.  We have the result of your blood tests for the last 7 years.

*Customer: Listen, I don't want your vegetable pizza, and I take medication for my cholesterol!*

Google: Excuse me sir, but you don't take your medication regularly. Our database indicates that you only filled a prescription for 30 cholesterol tablets once, at DRUGSALE Network, 4 months ago.

*Customer: I bought the rest at another drugstore.*

Google: Not according to your credit card statement.

*Customer: I paid in cash.*

Google: Sir, you didn't withdraw enough cash according to your bank statement.

*Customer: I have other sources of cash.*

Google: That doesn't show on your last tax return, unless you bought them using an undeclared income source, which is against the law.

*Customer: WHAT THE HECK?!*

Google: I'm sorry, sir, we use such information with the sole intention of helping you.

*Customer: Enough! I'm sick to death of Google, Facebook, Twitter, WhatsApp and all the others.  I'm moving to an island without Internet, cable TV, cell phone service or Big Brother watching and spying on me.*

Google: I understand sir, but you need to renew your passport first.  It expired 6 weeks ago.

Big Data Analysis brings new opportunities to modern society and challenges to organizations. On one hand, Big Data holds great promises for discovering subtle population patterns and heterogeneities that are not possible with small-scale data, on the other hand the data volume, variety, veracity and velocity is challenging to source across different platforms in order to deliver value in the results.

The services of eSimon provide a rich array of social engagement and eCommerce behaviors on one platform. This is unique for small-scale data but provides sufficient volume, variety, veracity and velocity to deliver deep personalization of services, both for eSimon or 3rd party applications.

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