

# #LetsTalkDigital: Kyle Oosthuizen and Daniel 'O Brien: Conversational commerce

This week we have two experts from BlueRobot - a marketing tech provider in South Africa. Our guests are Daniel 'O Brien Head of Global Sales and Kyle Oosthuizen, Chief Operating Officer.

Whilst "Conversational Commerce" aka c-commerce is not a new concept, the phenomenon is gaining momentum, driving innovation, and customer experience in an ever-changing eCommerce landscape.

The way today's consumers choose to communicate with brands is fundamentally shifting. Gone are the days of infuriating calls, jumping through multiple hoops to get to the right department, and confusing out-of-date websites – customers now expect to be able to engage in seamless, conversational experiences with businesses, similar to how they communicate with their friends and family.

Let's Talk Digital features every second Thursday on Bizcommunity Marketing & Media homepages and via <https://talkdigitalza.co.za/>, [Instagram](#), [Twitter](#), [LinkedIn](#) and [band.link](#), [iono.fm](#).

Audrey Naidoo is head digital marketing at Absa. A digital activist, podcaster, influencer, public speaker & and members of various professional bodies: IAB Brand Council member, MMA, CMO Advisory Council for Africa & MASA. Naidoo owns a podcast called LetsTalkDigital which aims to educate, share and open up digital conversations in the industry. Naidoo is a professional marketer with extensive experience in the broader digital ecosystem with a focus on commercialisation, data, tech, analytics, creative, strategy and digital marketing transformation. Tyran De Beer is the creative producer for Let's Talk Digital. A jack of all things digital and technical, aspiring to master marketing and finance trades. His passion lies in data, analytics, tech and measurement. He is the digital consultant at Absa and is responsible for driving the commercialisation of digital efforts across the enterprise. Previous experience has been on the agency side with a focus on media strategy, performance and ROI with a strong inclination to Google Ads.

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