## 5.2 Personal Assistance Network (PAN)

The PAN concept offers a service portal to all users. They can express service wishes and ask questions and somebody will take this query and tries to help.

With the Internet the experience of users has changed by comparison to the former situation where expert advice was offered at every shop. An Internet store does not normally give advice. In addition many companies tend to reduce the number of office assistants. This is the reason why even employees within higher hierarchical levels are not supported when searching information or requesting services.

As a consequence tasks with different skill levels are done by employee's who are too expensive and who are overqualified for these jobs. The PAN concept provides a pool of service personnel available for every user like the pool of secretaries that was available in companies.

An employee chooses one assistant as his / her "Personal Assistant" (PA). All PAs are working together in a network. Usually a PA is a generalist who is able to fulfil typical orders of his clients. If one of the PA's colleagues is more qualified for a task he / she can take over. Therefore PAs should form small local groups to become acquainted with their colleagues.

A PA is able to ask (external) experts if required and use (external) services like illustrated in Figure 5.2-1. For example an external expert could be an employee of a travel agency for booking a flight and a hotel for a business trip. An external service could be a flight booking system of an airline.

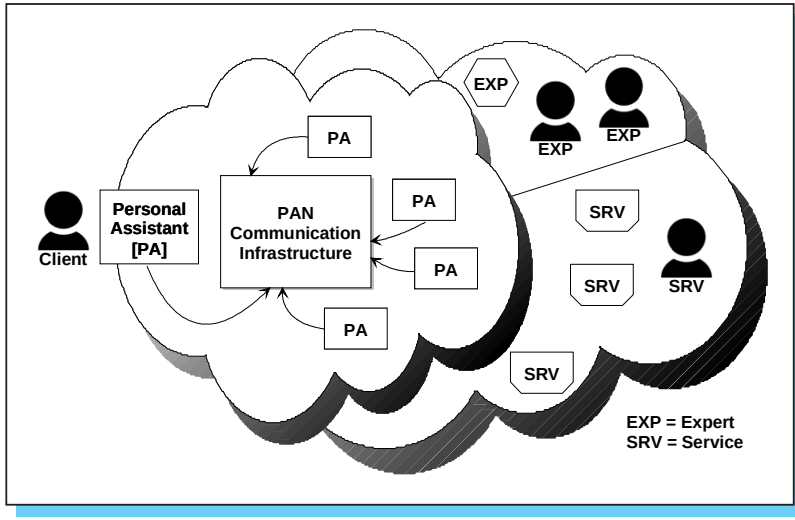


*Figure 5.2-1 Personal Assistance Network Using External Experts and Services*

In some special cases a PA can hand over a task to an Information Broker (described in next section).

The PAN concept might be adapted to provide its services over the internet open for the use by everyone – this might be an interesting business concept.