

The JSON format for vCon Conversation Data Container

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What's a conversation? And what's in THAT conversation?

- Data generated in communications systems is siloed, opaque and exported in proprietary formats, if it's exported at all.
- Conversations have many modes: messaging, video, voice (meta?), and customers use more than one mode all the time. Not a single standard to capture omni-channel customer journeys.
- Customer facing organizations record conversations, for very good operational, marketing and sales reasons, for the benefit of the shareholders and customers.
- Responsible organizations should treat customer data with the same care as organizational data.
- GDPR, CCDPA and similar legislation world-wide demand the right of a person to be forgotten by a business, to remove that data from the business, to be as if the relationship between them never existed.
- How do you keep track of what customer biometric data was used in AI training? Changing your name is way easier than changing your face or your voice

The vCon Standard in Four Parts

Dialogs

Timestamped recordings of conversations, chat transcripts, video recordings. Can be from a single mode or many. Can be packed or external (URL)

Parties

Identification and location of the parties in the dialogs, including the authenticating organization or method, such as STIR
PASSPORT

Analysis

A series of third party analysis of the conversations: sentiment :) :(, quality (MOS), agent compliance, transcriptions, translations, redactions, data labels

Attachments

Documents that provide the context of the conversation: PowerPoint, Sales Leads, NDAs

Practical Problems We Are Solving

- Allows us to responsibly share conversations with stakeholders
- Standardizing the format enables an ecosystem of tools and reference sources
- Removes siloed data and enables people to move between service providers and communications systems without losing this data
- Enables data engineering for conversations to support ML and AI (Robot Food)
- Enables strong authentication and identification of parties in conversations to reduce fraud
- General Conversation Management: signing and verification, encryption, content redaction, data packing / unpacking, appending to a signed document, grouping of vCons together in a set

More information

Learn more at:

- **Mailing List:** <https://www.ietf.org/mailman/listinfo/Vcon>
- **I-D:** <https://datatracker.ietf.org/doc/draft-petrie-vcon/>
- **Open Source:** <https://github.com/vcon-dev/vcon>
- **White Paper:** <https://bit.ly/vcon-wp>

IETF 115:

- **Hackathon:** Saturday and Sunday
- **HotRFC:** 18:00 Sunday
- **ART dispatch WG meeting:** Mon 9:30
- **Hackathon Happy Hour:** Mon 18:00 Admiral 1
- **vCon Bar BoF:** Thurs. 15:30-16:30 Richmond 6