



# TECHLORE

“Insider Tips to Make Your Business Run Faster, Easier and More Profitable”

## INSIDE THIS ISSUE:

Impacts of Technological Tools for Consumer Behavior	Page 1	Using AI as a Service	Page 2
Gadget of the Month	Page 1	Tech Tip of the Month	Page 2
Total Experience is Essential	Page 2	Approach to Privacy-Enhancing Computation	Page 2
Customer Relationship Management Helps in Business Productivity	Page 2	Call to Action	Page 2



"As a business owner, you don't have time to waste on technical and operational issues. That's where we shine! Call us and put an end to your IT problems finally and forever!"  
 -Jim Stackhouse  
 NeoLore Networks

## Impacts of Technological Tools for Consumer Behavior

Traditionally, business processes were complex and complicated. Thanks to technological advancements, we can now manage our business throughout the world. Not just businesses, technology has an impact on all communities and cultures. We can perform activities and tasks remotely without any hassle. You can order groceries, home appliances, furniture, clothes, and just about anything else without leaving your home.

You can rely on new technology to perform daily tasks efficiently. Technology plays a significant role in changing consumer behavior. It is obvious that as technology evolves, the way consumers react in the market also changes. For instance, most consumers nowadays do not leave their homes to buy food and supplies. Below, we will understand the changes in consumer behavior due to technological tools:

### Changes in Desire

Technology allows numerous luxuries that we didn't think were possible. Purchasing has become easy for consumers, so their desires are changing. When they purchase items from online stores, consumers will purchase more than what they want because of the marketing tools and techniques businesses use. Furthermore, when consumers visit the market to purchase items,

they always focus on goods they can carry, but with technology, they can opt to shop as much as they want. Then, the seller can deliver them to the customer's preferred address. This means consumers focus more on their desires than needs when they shop online.

### Personalization from Data

Data has become an important component in how businesses understand consumer behavior. Before the use of data, businesses were unable to understand customer experiences and needs in great depth. Through proper insights and customer preferences, brands can focus on products and supplies according to demands. The data that the internet collects for consumers helps businesses understand the consumer even better. This helps the consumer choose between various products and services, and they can spend more on online stores.

### Craving for Peace of Mind

Technology has become increasingly popular in the last 15 years. The rapid increase suggests that people like how technology makes life easier. Their interest in new and innovative technology shows that technological tools have a huge impact on the consumer, but why do consumers adopt technology in their lives?

The reason behind this change is the ease and peace of mind. Consumers want to feel comfortable. They no longer want to stand in long lines to purchase movie or concert tickets. When technology provides easy and convenient options, then why would consumers struggle for the same experience?

### Change in Lifestyle

Technological tools are changing consumers' lifestyles. The world has become so fast that you do not have to look for a cab, but you can book an Uber, and in minutes, your ride arrives to take you to your destination. Technology is taking over every other activity. Furthermore, consumers can track their health conditions using wearable technology. You can

follow a diet routine as your device tracks your calorie intake. People are adopting a healthier lifestyle by using these gadgets. Some gadgets also highlight the steps you take each day so that you can increase activity levels and walk more.

### Easy and Convenient Shopping

Shopping can be tough when you have to visit different shops and look for items. You can shop for anything you want from online stores. Hundreds of web applications allow you to find the product and order it. In addition to that, they will deliver the product to your home.

Technology itself is a powerful tool that you can rely on to make your tasks and activities easy.



## Nebula Capsule Mini Projector

This mini projector is the size of a soda can but can project 100 inches of HD video for up to three hours. It has a built-in speaker that you can actually hear, too. It's the ideal tool for outdoor movie night. Its 360° Speaker equipped with a

powerful omnidirectional speaker pumps out sound all around. Run streaming and media apps flawlessly. Seamlessly display content from Netflix, Youtube, and more on your mini projector for endless entertainment. Get yours at [www.anker.com](http://www.anker.com)

# How Total Experience is Essential for the growth of your Business

You can define total experience or total customer experience as the relationship between a customer and your business. Total customer experience includes all the interactions that a customer had with your business. The total experience starts when your customer contacts or visits your business for the first time. After that, each time your customer visits your business or interacts in any way, they contribute to their total experience.

## Managing Total Experience

You can understand how your customer feels about your business by summing up all their interactions and experiences. Total-experience indicates your customer's satisfaction levels. By analyzing the total experience of a customer, you can predict their opinion about your Business. For

instance, you can assume how that customer will introduce your business to their friends and family. If they are happy with you, they will recommend you. However, if their experience was unsatisfactory, your business won't get to interact with them or their referrals in the future.

## How Total Experience Help with the Business Growth

Total-experience will work as analytics that helps you identify how well your business is performing. Total-experience provides you with information about your customers' interactions with your business. You can enhance the total customer experience and contribute to organizational growth. Here are some benefits of customer experience that you can use to enhance growth:

## Enhancing Customer Engagement

Customer experience helps you understand why they are or aren't showing interest in your products or services. You can find their feedback and improve your business tasks and activities. Developing a positive total customer experience allows you to form a friendly relationship with the customer. Your customers will love interacting with your Business as you start gaining their trust.

## Increase Conversions

When you know the customers' needs, you can enhance your product and services to provide what they are looking for. You can measure their total experience and prioritize the relationship. This will increase their interest in your business, and you will see a rise

in conversion rates. You can use the same technique to target new customers by providing them what they want.

## Improve Loyalty

You can increase customer loyalty by providing additional attention. For instance, if a customer has a question about the product, you can instantly respond to them. This will increase their total positive experience, strengthening their trust in your business.

## Contribution to Referrals

When you maintain a positive total customer experience, you create sales representatives. Most people do not try new businesses over fears of reliability. Hence, they ask friends and families for referrals. A satisfied customer will contribute to marketing your product or services to their acquaintances.

# Customer Relationship Management Helps in Business Productivity

CRM or customer relationship management is software that helps businesses with growth and profits. Most businesses initially used this software for marketing and sales. However, CRM can now provide many features that help manage the relationship between internal and external teams, partners, vendors, and collaborations. Below, you will find some benefits of customer relationship management for productivity.

- CRM tools help you improve the process of sales and automating the tasks.
- These tools also contribute to building a relationship between your customers and the business by providing efficient customer support.
- Customer relationship management tool helps you with analytics, customer services, and ticketing that increase customers' flow.

- This software provides better analytics to gather appropriate data and utilize it for marketing, finance, and sales activities.
- It helps you with project management, improves collaboration between teams, and brings efficiency in taking control over repetitive tasks increasing productivity.
- CRM maximizes transparency, as you can assign tasks to employees and manage their performance with time tracking.



# Using AI as a Service

You can use Artificial Intelligence as a Service as a third-party solution and outsource your tasks and activities to market professionals. AI enables you to perform various tasks at low risk and minimum initial investment. You can experiment with AI as a service for your business tasks. With the help of AlaaS experimentation, you can gather data from various platforms enabling you to access the public cloud. Here are some benefits of using Artificial Intelligence as a service:

- You can access applications to perform various tasks easily.
- With Artificial Intelligence as a service, you can use analytical tools and predict and follow the trend.
- AlaaS helps you make informed decisions with maximum efficiency.
- Artificial Intelligence helps you collect the right data.
- You can automate repetitive tasks and activities.

# Tips to Increase your Digital Presence

Social media platforms are the best sources to connect with potential audiences of all types. Here are some tips to increase your digital presence:

- Choosing the right social networks or platforms should be your main point of focus.
- Setting social media marketing goals will help you generate leads, provide customer service, gain valuable insights, and increase traffic on your website.
- Create a strategy that works for the target audience.
- Create attractive and engaging content.
- Automate your posts through various tools.
- Engage with your audience.

# Approach to Privacy-Enhancing Computation

Data plays a great role in the growth and global recognition of businesses. Similarly, it is also essential to maximize data security and privacy. For instance, when using Artificial Intelligence bots such as Alexa or Siri, they recognize your voice. Similarly, they collect your data, such as your search history, personal preferences, etc.

They can provide better solutions and answers by analyzing the data they gather. This helps them in understanding your behavior and predicting needs before you realize

them. All the credit goes to machine learning. This can be an advantage for your business, but it comes with various privacy issues. That is why it is important to protect yourself, and privacy-enhancing computation is the perfect solution.

For businesses, protecting data is not optional but necessary. To increase customer confidence, you need to protect your data as per government regulations. Privacy-enhancing computation prioritizes your data's privacy and security.

# Take the NeoLore Cyber Security Survey

Has your company done a Cyber Security Maturity Assessment within the last year? Do you have an I.T security policy in place? Do you know if you've been hacked or are leaking data?

If your answer was "no" or "I'm not sure" to any of those questions, your company may be at risk for a devastating cyberattack.

Get the NeoLore Networks Cyber Security eBook for Free!

## It Features

- Information on the various threats to your business
  - NIST Security Framework
  - CIS Controls
  - Basic Controls
- And More!