Cybertools, Inc.
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INSIDE THIS ISSUE

STORIES THAT STICK

How Storytelling Can Captivate Customers, Influence Audiences And Transform Your Business

"People want a purpose. If you don't give them one, they'll make up their own. Tell your stories first, otherwise, someone might tell them for you, and you might not like their version."
– Kindra Hall
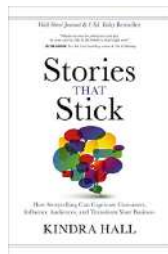
Whether at the dinner table, around the fireplace or while watching our favorite Netflix series, we all love a good story. In her book, Stories That Stick, Kindra Hall breaks down four types of storytelling and how businesses can use them to communicate better and drive more engagement. Although the book is written primarily for business owners and entrepreneurs, it's easily applicable to HR and marketing leaders who want to get started on a path to more effective messaging.

SKIP THE DETOX:

How To Be Well In The Digital Age

Whenever we feel irritable, sad or anxious after scrolling on social media, we often prescribe ourselves a weeklong digital detox. However, new research suggests detoxing isn't as effective as we thought.

In 2020, collaborative research from Oxford University found "no evidence to suggest abstaining from social media has a positive effect on an individual's well-being." Dr. Hannah Rose from Ness Labs says that to be well in the digital age, we need to be mindful of our technology use so it's both

healthy and realistic. She suggests we become active participants in social media (not passive scrollers), make small changes to reduce screen time, choose healthy sources of information, increase awareness through journaling and make deeper connections with people on social media.

When we're well, our work is well, and our businesses are well, too.

CYBERTOOLS CHRONICLE

Insider Tips To Make Your Business Run Faster, Easier And More Profitably

WHAT'S NEW AT CYBERTOOLS

South Sound BUSINESS
BEST IN BUSINESS 2023

Cybertools was voted Best IT Provider!

Thank you for your votes!!

December 2023

This monthly publication is provided courtesy of David & Aubri Stone, Owners of Cybertools, Inc.

OUR MISSION:

To build a community of success-minded entrepreneurs that inspires excellence, encourages collaboration and expands the capacity of all members to achieve great things.

AI WANTS TO HELP US SHOP

Are We Okay With It?

You've probably noticed the little elf helping you around retail stores this year. No, it's not the teenager at the mall in red-and-white stockings and a felt green hat. It's AI.

Log in to Amazon, and you'll see suggested products like winter decorations, novels or toy recommendations for kids. Add that remote-controlled car into your cart for your nephew, and you'll get recommendations for batteries and gift wrapping, too. This is no accident – generative AI uses your past purchases and recent searches to curate this personalized display. At the end of your shopping affair, you can share your experience, which is data fodder for AI to learn and improve your next shopping venture.

One in six shoppers use generative AI to inspire shopping decisions, according to a 2023 Salesforce survey. However, data by SAP Emarsys report that barely more than half of consumers feel it positively impacts their online shopping experience. What is generative AI, and what does it mean for our holiday shopping – and our privacy?

What Is Generative AI?
Generative AI takes data (provided by humans) to create something new, like music, text, images or even personal shopping recommendations. Beyond simply following commands, generative AI can study existing data on the Internet to "think up" entirely new content.

How AI Is Used To Shop
Imagine hiring a personal shopper who also happens to have your entire Internet shopping history – searches, views, shopping carts, purchases and online interactions (including third-party data) – PLUS every product review and insight available online, handy in second. Thanks to this nearly ndless supply of data, generative AI seeks to "help" consumers shop in multiple ways, including:

...continued from cover

Creating A (Creepily) Personalized Shopping Experience: Generative AI can curate personalized shopping lists or recommend products based on an individual's preferences by analyzing past behaviors and predicting future interests.

Providing Chatbots And Customer Support: Generative AI-driven chatbots can assist customers with queries, recommend products or help troubleshoot problems, often in a more sophisticated and human-like manner than traditional chatbots.

Improving Fraud Detection: AI can recognize and learn scammer behaviors using its predictive and deep learning capabilities. This helps payment platforms pinpoint problem purchases without impacting legitimate ones.

Cons And Privacy Concerns

AI is only as good as its data. It's not perfect, and there are some ethical and privacy concerns to be aware of, like:

Data Collection: For generative AI to offer a personalized experience, it requires data – lots of it. This could include shopping habits, product views, search questions, etc. The question is: How much data on consumers is too much, and where is it stored?

Potential For Misuse: With the ability to generate realistic content, there is potential for misrepresentation or misuse, such as creating fake product reviews.

Implications For Business Owners: Opportunities And Responsibilities
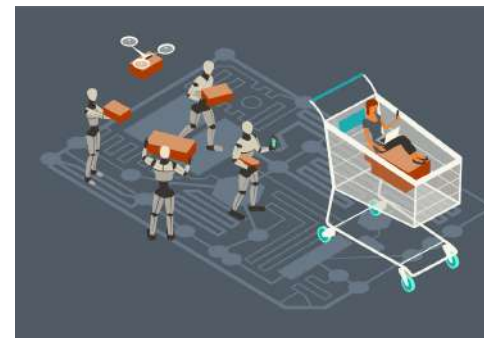
There are several benefits for business owners who opt for AI to improve their customer's experience. Personalized recommendations lead to longer site visits and potentially higher conversion rates. Automation via AI can streamline operations, particularly in customer support and product visualization.

However, you also have a responsibility to your customer's privacy. Businesses must ensure they're transparent about the data they collect and how they use it. This includes providing clear opt-in and opt-out options for consumers. Additionally, with the increased collection of consumer data, businesses have a heightened responsibility to protect that data from breaches and unauthorized access.

Be A Smart AI Shopper

It's crucial that you understand the terms of service and privacy policies of online platforms. Know what data you're sharing and with whom. Periodically check and manage the data permissions you've granted to different e-commerce platforms, and always secure your accounts with multifactor authentication.

Enjoy the benefits of AI recommendations, but diversify your sources of information and your shopping platforms. For example, you'll want to verify AI-powered recommendations on other product review websites like Wirecutter or Consumer Reports.

AI Chatbot Or No, Demand Excellent Customer Service

Even though a growing number of people are happy to interact with and benefit from generative AI, most people still expect excellent customer service from a human, according to Salesforce. As online platforms harness data to tailor experiences and predict behaviors, consumers should remember they have the power to drive the standards. By voicing expectations and preferences, shoppers ensure businesses prioritize genuine human interaction and responsiveness alongside their digital innovations. After all, even in a world dominated by algorithms, genuine customer service remains at the heart of a truly exceptional shopping experience!

CARTOON OF THE MONTH

"Alexa Picked It Out."

— MORRISSETTE

Are You Fed Up with Recurring IT Issues Slowing Your Company's Workflow?

In today's fast-paced workplace, technology is vital to assisting organizations in operating smoothly and successfully. However, repeated IT issues can hinder workflow and generate substantial employee irritation. In this article, we'll look at some of the most frequent reoccurring IT issues that organizations experience and how they might be addressed.

Computers and Networks That Are Too Slow

Slow computers and networks are one of the most prevalent recurrent IT issues that organizations confront. Slow performance can cause delays in performing activities and impair productivity, creating substantial employee discontent. This can be caused by a number of issues, such as old hardware, software, or network infrastructure, malware or viruses, or a lack of storage space. Businesses may improve poor performance by upgrading hardware and software, adding malware and virus protection, and improving their network. Regular maintenance and upgrades may help guarantee that computers and networks run at peak performance and decrease the chance of repeated performance problems.

Frequently Occurring System Crashes

Frequent system crashes are another regular IT issue that will hinder workflow. System crashes can happen for a number of reasons, including hardware problems, compatibility issues, software faults, and malware or viruses. System failures can result in data loss and decreased productivity, which can be extremely frustrating for staff.

Businesses may handle frequent system crashes by performing regular system backups, deploying malware and virus protection, and constantly upgrading hardware and software. System backups on a regular basis can help guarantee that data is not lost in the case of a system crash, and malware and virus protection can help avoid crashes caused by harmful software.

Software That is Out of Date

Outdated software can also lead to frequent IT issues that hinder workflow. Outdated software might expose you to security risks, compatibility concerns, and performance issues. Employees may become frustrated as a result of their inability to accomplish jobs successfully.

Businesses may solve obsolete software by performing frequent program updates and upgrades, guaranteeing software compatibility with hardware and operating systems, and establishing software version control. Regular software updates may help keep software up-to-date and running smoothly, and version control can keep everyone on the same program version.

Recurring IT issues may hinder workflow and attack employee morale. However, there are methods that firms may take to successfully address these concerns. Businesses may lessen the chance of recurrent IT problems and keep their employees productive and pleased by constantly upgrading hardware and software, deploying malware and virus protection, optimizing network infrastructure, and establishing software version control.