



Quick Guide to The Digital Technologies That Are Changing Sales & Service For The Better



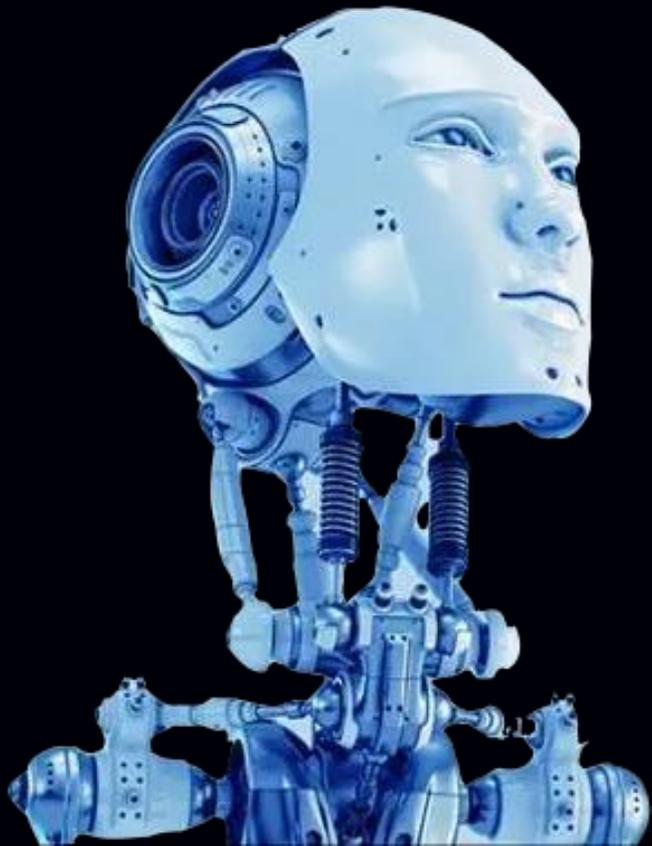
Artificial Intelligence

Artificial intelligence (AI) is the ability of a computer or a robot controlled by a computer to perform tasks that normally require human intelligence.

For example: visual perception, speech recognition, problem-solving, planning, and decision making.

AI enables personalised, marketing automation. It also alerts salespeople to cross and upsell opportunities.

AI powers Intelligent Virtual Assistants (often known as “chatbots”) that handle routine customer service questions such as delivery dates, balance owed, order status or anything else derived from internal knowledge bases.



Machine Learning

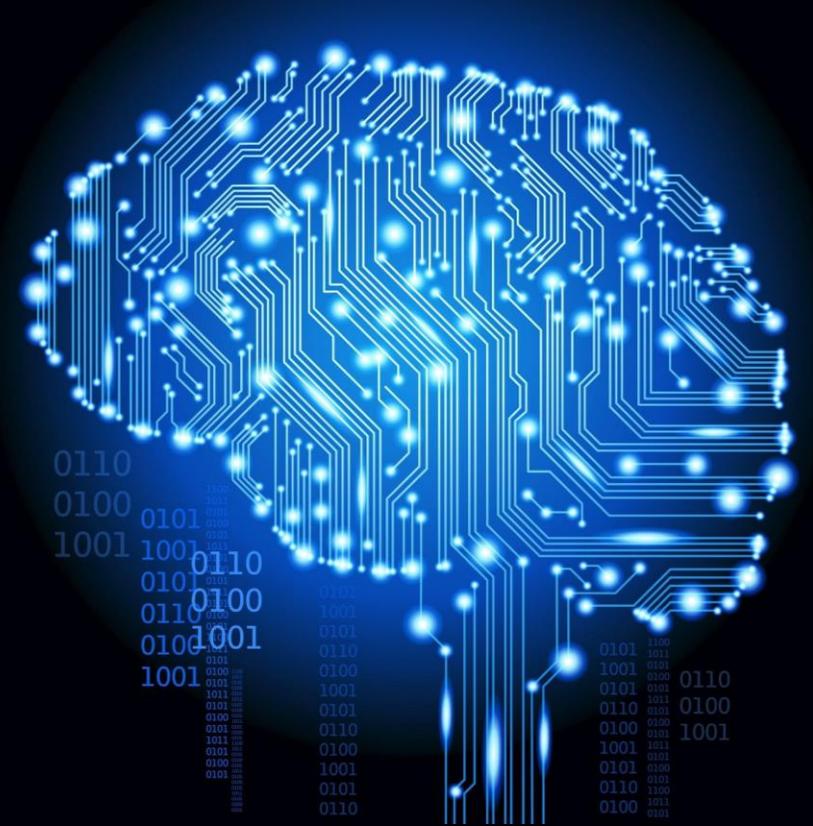
Machine learning (ML) is a subset of AI.

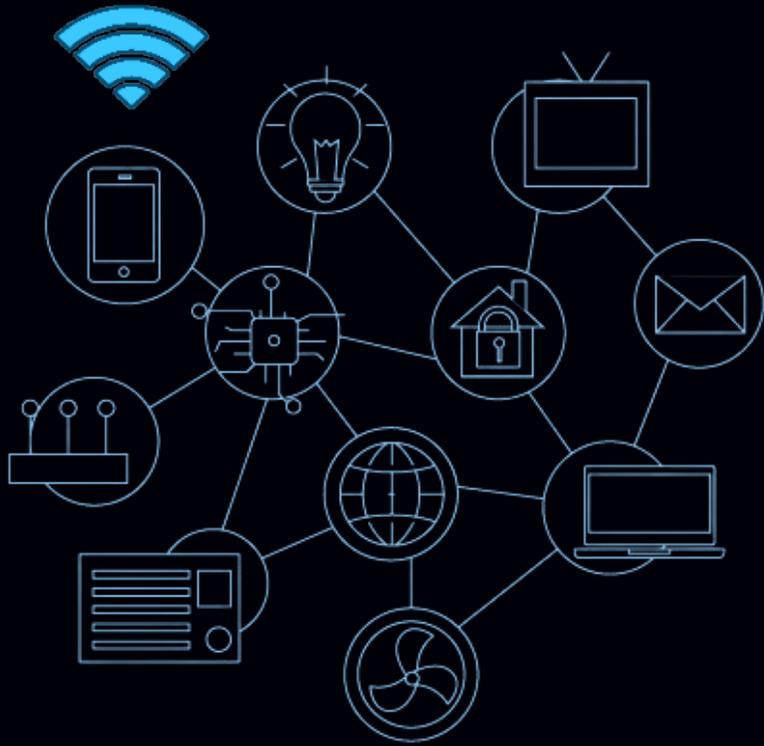
It focuses on the use of data and algorithms to automatically learn from external inputs without explicit programming.

ML improves sales outcomes through lead scoring and customer lifetime value through propensity modelling.

ML enables voice control of remote devices using speech recognition software in Alexa or Google Home.

ML also delivers the predictive analytics required to determine when consumables are needed or to calculate the probability of an impending fault in equipment in homes, offices, warehouses and factories.





Internet of Things

The Internet of Things (IoT) is the network of physical devices - “*things*” - that use sensors to collect data and transmitters to send such data over internet.

Data received from IoT enabled devices (often called “smart devices”) are usually managed in the cloud.

AI, ML and humans evaluate these data streams to remotely monitor devices as well as optimise their operation and maintenance.

Additionally, remote devices can be connected together enabling concepts such as the Smart Home to come to life.



Virtual Reality

Virtual reality (VR) is a three-dimensional, computer generated environment.

Virtual Reality enables manufacturers and retailers of physical products such as cars or kitchens to demonstrate their products pre-sale in virtual showrooms.

Suppliers of services are able to mimic the experience that the customer will receive through immersive tours of simulated venues and locations.



Augmented Reality

Augmented reality (AR) goes one step further than VR by superimposing computer-generated audio and visuals on real life scenarios.

For example, allowing customers to see what a product would potentially look like in their home before buying it.

AR is increasingly being used in customer service applications. For example, to enable remote assistance to be delivered more effectively.

Or, by using AR as an interactive visual aid for service technicians by superimposing detailed diagrams and instructions over the equipment that they are repairing or maintaining in the field.



About Chris Dunn Consulting

Specialists in home appliances & domestic HVAC.
Helping you transform sales & service to achieve:

- 1 Customer-Centric Business Transformation
- 2 Outstanding Customer Experience
- 3 Profitable Revenue Growth



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