

The AvTek Chronicle



Wayne's World
Where in the world is WAYNE?

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Tech week 2023

Register to watch Dec 11-14th

Tech week videos

Monday: Mike Michalowicz

Tuesday: Adam Cheyer

Wednesday: Wayne Hunter

Thursday: Robert Herjavec



AI WANTS TO HELP US SHOP – ARE WE OKAY WITH THAT?

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 with a felted 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 will be data fodder for AI to learn and improve your next shopping venture.

One in six shoppers uses generative AI to inspire shopping decisions, according to a 2023 Salesforce survey. However, data by SAP Emarsys reports 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?

review and insight available online, handy in seconds. Thanks to this nearly endless supply of data, generative AI seeks to "help" consumers shop in multiple ways, including:

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.

December 2023



Wayne Hunter is the President and CEO of AvTek Solutions, Inc. where he concentrates his efforts on providing the best solution to customers.

Wayne has over 30 years of experience in Information Technology, focusing on implementing storage and data systems, IT management, and systems integration.

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

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 queries, 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 in to 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

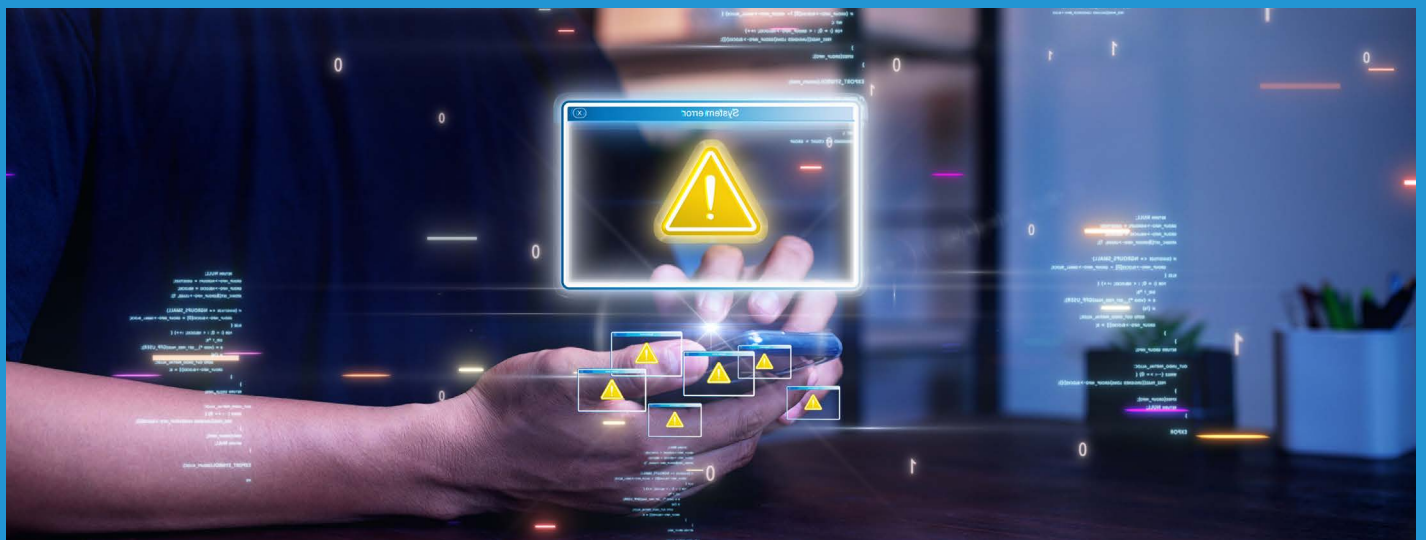
It’s crucial that you understand the terms of service and privacy policies of online platforms. Know what data you’re sharing and with whom. Periodically check and manage the data permissions you’ve granted to different

e-commerce platforms, and always secure your accounts with multifactor authentication.

Enjoy the benefits of AI recommendations, but also 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, according to Salesforce most people still expect excellent customer service (that’s human). 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 that 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!



7 Critical IT Security Protections EVERY Business Must Have In Place NOW To Avoid Cyber Attacks, Data Breach Lawsuits, Bank Fraud and Compliance Penalties

The scary risks of mobile and cloud computing – and 7 critical policies, procedures and protections EVERY business must have in place NOW to protect themselves.

The #1 security threat to your business that anti-virus, firewalls and other security protocols are defenseless to.

A SHOCKING truth about bank fraud most businesses don’t know about that could (literally) wipe out your bank account.

Why firewalls and anti-virus software give you a false sense of security – and what it REALLY takes to protect your organization against new threats and today’s sophisticated cybercrime rings.

Stay tuned for details to come on how to register or call our office at

(469) 658-7895

Where did the name “Bluetooth” come from?

- A. An electric eel with blue teeth
- B. A medieval Scandinavian king
- C. A bear that loves blueberries
- D. A Native American chieftain



THE 6 ESSENTIAL ELEMENTS OF AN EFFECTIVE COMPLIANCE PROGRAM: ROUTINE EMPLOYEE TRAINING

6



Essential Elements
of an Effective
Compliance Program

SIX FOUNDATIONAL ELEMENTS TO CONSIDER FOR YOUR COMPLIANCE PROGRAM.

- 1. Executive Sponsorship and Commitment to Compliance**
- 2. Conduct Risk Assessments and BIA**
- 3. Appointing a Chief Compliance Officer (CCO)**
- 4. Establish or Refresh Your Data Governance Strategies**
- 5. Monitoring, Testing and Updating**
- 6. Routine Employee Training**

ROUTINE EMPLOYEE TRAINING

A culture of integrity is essential to encourage good, ethical, and compliant behavior. Don't assume your workforce members will automatically do what is documented in your policies. Regular training can help employees remember and stay compliant with data governance policies that help your organization comply with high-stakes regulations related to your line of business.

Here are a few tips to make training more effective:

- Training sessions must be interactive
- Break the content into modules

- Self-paced learning is the best
- Include relevant material
- Conduct quizzes and simulated drills
- Document your training activities

To learn more about how to tailor a compliance program to meet your organization's unique requirements, schedule a consultation with us here.

[Multiservice](#)

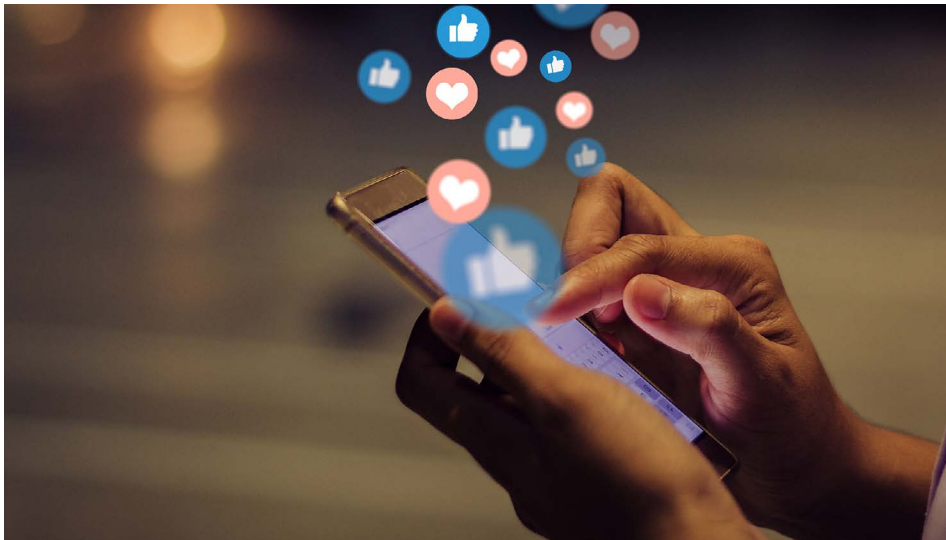
Skip The Detox: How To Be Well In The Digital Age

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.



READING CORNER

Stories That Stick: How Storytelling Can Captivate Customers, Influence Audiences, And Transform Your Business

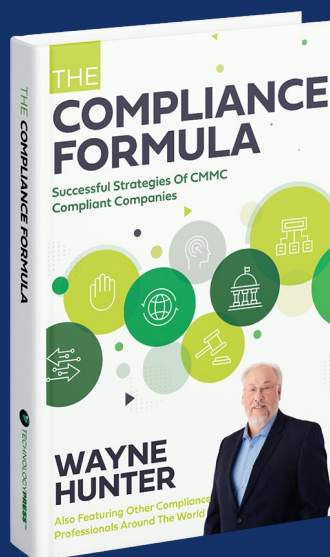
"People want a purpose. If you don't give them one, they'll make up their own. Tell your stories first, otherwise someone might tell them for you, and you might not like their version."

– 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.

The Compliance Formula:

Successful Strategies Of CMMC Compliant Companies



The definitive guide to understanding and implementing CMMC: everything you need to know to win DoD contracts and squash your company's vulnerabilities from hackers, data theft, and ransomware.

You must make implementing CMMC a priority. Right now, crime organizations are paying up to \$90,000 a month plus full benefits to people who will hack into your business. Without CMMC compliance, you will lose DoD contracts, stunt future business growth, and risk your business survival. We've gathered 21 top CMMC compliance experts to help you figure out which level of CMMC compliance is right for you and provide a blueprint to make it easier to put these standards in place, so you can secure your company against criminals, win more business, and create a powerful, competitive advantage.

This Amazon Best Seller book titled *The Compliance Formula...Successful Strategies Of CMMC Compliant Companies* co-authored by Wayne Hunter gives businesses like yours the knowledge, strategies and action steps protect your business from hackers.

CHECK IT OUT NOW