



Todd Stockton From Colorado Points Out The Tech Developments To Watch In 2018

COLORADO, DENVER, UNITED STATES, May 31, 2018 /EINPresswire.com/ -- Every year, technology expert Todd Stockton looks back at the tech developments of the previous year and what can be expected for the next year. He has been particularly interested in the expected trends for 2018, which seem to be more significant in terms of changes than they have been in the past. At the same time, he believes the same big players will continue to hold top positions this year, but they are likely to place a greater focus on voice and visual search. In addition, he believes that mobile developments will decline, but bot development will increase. Here, Todd Stockton reveals what he believes will be the key tech trends to watch out for during the year.

Automation in Customer Service

Customer service lies at the heart of all businesses, regardless of industry and niche. This has always been one of the human elements of business. However, with advances in artificial intelligence (AI), it is becoming more common for companies to automate their customer service. In fact, IBM has stated that they expect 85% of interactions with and between customers to be fully automated. This is also shown, for instance, in the formation of startup company IV.AI, which is the first AI agency in the world. It has revealed that the customer service interactions with Aeromexico, an international airline, are now 96% automated thanks to their technology. Todd Stockton expects many more businesses will follow suit.

Detection and Prediction of Anomalies

In the world of production and manufacturing, errors have the potential to be very costly. Not only does it mean that a product or the equipment breaks down, it can also have significant repercussions among customers and public trust in the company. Quality control is, obviously, nothing new. However, thanks to IT advancements, it has become far more sophisticated. Various tech companies are now working together to create systems that don't just detect anomalies but that predict them as well, thereby being far more proactive.

Geotargeting

This is the process that ensures users receive information that is based on their specific geographic location. The reason why Matthew is interested in this one is because it seems to go against everything that people have so far focused on. A blanket message across the country is generally cheaper and quicker than a message that only targets a small part of the country. However, it is believed that these messages will be far more personalized, which means they will also have higher conversion rates.

Furthermore, Todd Stockton believes that many have lost sight of the fact that not everything is online. Many popular services, such as lawyers, doctors, plumbers, and gardeners, only operate in small geographical areas. By using geotargeting, they will be able to increase interest among local people, which is their target demographic.

Thanks to the fact that social media data is readily available and the fact that almost everybody now uses a smartphone, it has become possible to take such a targeted approach. When content is delivered to a smartphone, that content can change as someone moves around in different geographical areas. Geotargeting, in other words, is something that can be strongly leveraged by marketers.

Augmented Reality

With the latest iOS operating system now a reality, a lot more apps are likely to get developed. These will focus on the fact that cameras will learn to recognize what they are pointed at. Pokemon GO was the first application that used this type of technology and it was hugely successful. However, Todd Stockton expects that this will go far beyond simple gaming. Indeed, the possibilities are endless. One option could be that a tour guide can be created when someone is in a certain geographical location, thereby also seamlessly integrating with the aforementioned geotargeting solutions. Facts and images can be provided about restaurants, nearby stores, points of interest, and more. Much of this technology have already existed for a long time, but they just need to be properly streamlined.

Deep Learning

When Google won the DeepMind's AlphaGo system in the spring of 2016, taking the position from Go master Lee Sedol, there have been some big changes in the tech community, with deep learning now being quite common. Todd Stockton expects that deep learn will become even more popular, particularly as Google will continue to develop facial recognition and driverless cars.

These are just some of the tech developments likely to happen during 2018 and there are many more. It is set to be an exciting year that is likely to greatly surpass any advances made in 2017.

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