Technology choices

The two technologies required for attaining the goal of enhancing customer experience include location-based computing and artificial intelligence. Location-based computing is used for improving customers interaction with the company. Artificial Intelligence (AI) is an effective tool that can have a significant impact on customer experience. Digital technologies are linked to increased productivity and efficiency. It is thus crucial for organizational growth and success (Fenwick & Edwards, 2015).

Location-based computing involves location-based promos and navigation services. Location-based promos allow companies to use these services for reaching out customers of specific geo-location. Navigation service is an app that permits customers to navigate warehouse-like stores assisting them in finding products faster and with convenience. The customer uses the app for making the right purchases. Some common artificial intelligence features include voice to text features, sales, e-commerce, and business forecasting. Through e-commerce, the company will provide an online platform to the customers where they can view the features of the product. Placing an order through an online website and making payment is cost-effective and time-saving (NIB, 2017).

The strengths of e-commerce include offering smart services with relevant features. It is cost-effective and time-saving. It allows enhancement in communications that are effective for building customer loyalty and focus on customer segmentation. Location bases computing also include many strengths such as the company can target the right customer's rate (Cavalcante, 2013).

It also has some weaknesses such as an error in navigation services that affects the continuity and accuracy of the data. Tracking logistics and GPS also involve the probability of errors. There is also some weakness of AI techniques such as loss of data generated can lead to confusion. Another weakness that it does not support creativity. Irrespective of the weaknesses the technologies offer many benefits to the company.

References

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