

CE BITS & BYTES

INSIDER TIPS TO MAKE YOUR BUSINESS RUN FASTER, EASIER, AND MORE PROFITABLY

WHAT'S NEW



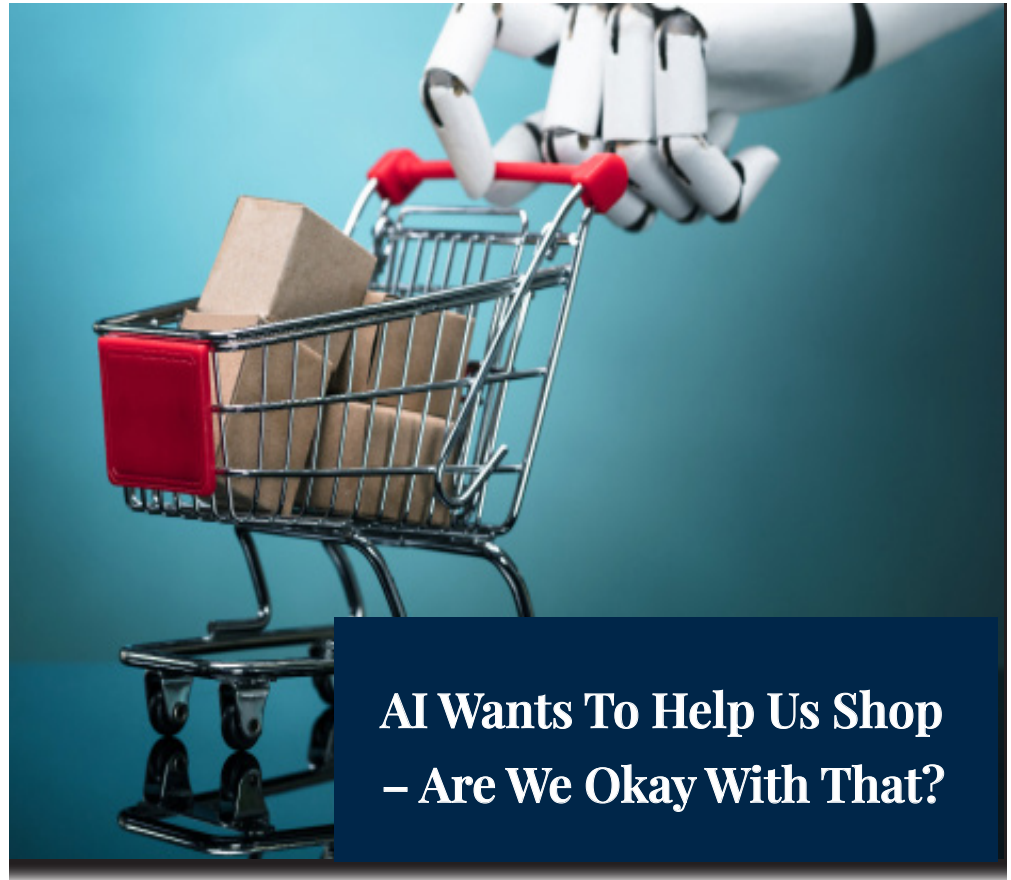
CETech Celebrates 2 Years of Top 100!

The Top 100 list is composed of the most powerful economic drivers in the Rochester Region, and the fastest-growing companies contributing to creating jobs in our area and unprecedented economic growth.

For the second time, we have made the Rochester Top 100 Privately-Owned businesses!

Coming in at #84, we join another great group of very successful businesses in our region. We would like to thank our clients, our partners, and, most importantly, our staff that make CETech such an amazing place! Here's to another successful year!

585-441-0055



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 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 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?

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

—continued on page 2

—continued from cover

history – searches, views, shopping carts, purchases and online interactions (including third-party data) – PLUS every product 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.

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,

“AI can recognize and learn scammer behaviors using its predictive and deep learning capabilities.”

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!

Free Report The 7 Most Critical IT Security Protections Every Business Must Have In Place Now!

Eighty-two thousand NEW malware threats are being released every day, and businesses (and their bank accounts) are the No. 1 target. To make matters worse, a data breach exposing client or patient information can quickly escalate into serious damage to reputation, fines, civil lawsuits and costly litigation.

If you want to have any hope of avoiding a cyberattack, you MUST read this report and act on the information we’re providing. 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.



Claim your free copy today at www.cetechno.com/cybersecuritytips/ or call our office 585-441-0055

Cartoon of the Month

MARRSSTTE
CartoonStock

SHINY NEW GADGET OF THE MONTH

Infinity Orb Levitating Speaker

This is not your mom's Bluetooth speaker. The Infinity Orb Levitating Speaker is a musical spectacle for lovers of design, sound and sci-fi. The speaker actually levitates and rotates above its base, creating a futuristic ambience in any space. It provides 360 degrees of clear audio, which you can control from your phone.



Beyond its acoustic capabilities, the Infinity Orb's gravity-defying feature is a real conversation starter! Whether for personal indulgence or a gift for a friend with a taste for the unconventional, the Infinity Orb is where technology and artistry meet the future. The Gadget Nerds gave it 8.5/10, and it earns 4.3 stars on Amazon.

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.

Holiday Gift Guide



Finding the perfect last-minute gift without compromising on quality can be challenging. Here are some of our favorite tech-inspired gifts that are bound to leave an impression!

5 Unique Tech Gifts That Will Wow Your Receivers (Or Yourself)

Aura Digital Photo Frame

Revamp an office or home with memories using this sleek digital frame. Users share photos from their phones directly to the frame over WiFi, no matter where they are. It's super simple to set up (gift givers can even set it up remotely so it's ready to go when it's opened), and the app includes free, unlimited photo storage. It's like a personal digital art gallery!

eQuinox 2 Telescope For Urban Astronomers

This telescope is perfect for hobby astronomers, bringing users closer than ever to the night sky, even in brightly lit cityscapes. It may not be cheap, but the ability to make deep-sky observations with no astronomy experience is priceless. Users can also collaborate on research with professional scientists via a Unistellar Citizen Astronomer program. It's a stellar gift if you ask us!

Electric Skates By AtmosGear

Whether commuting or just out for a leisurely ride, users effortlessly roll up to 15 mph (20 mph with the Pro Pack) on these sleek electrified in-line skates. Riders control the speed with pocket-sized remote: speed up, slow down, brake – it's all at your fingertips. The coolest part? They recharge while you're skating. It's like the future on wheels!

Hasbro Selfie Series Customizable Action Figures

Make someone's childhood dream of being an action hero come true with the Hasbro Selfie Series that allows you to create a 6" super mini-me for only 60 bucks. Put a new face on G.I. Joe (or Jane), Power Rangers, Ghostbusters, Marvel or Star Wars characters, and watch your friend or family member become a character in their favorite story!

Mebak 3 Massage Gun: A Quiet And Effective Massage

You know those pesky knots and sore spots we get after working out (or, you know, trying the latest viral TikTok dance or sleeping in the wrong position)? This gadget is a champ at sorting them out, especially on the shoulders and legs. It's like a mini-spa in your hand. The best part? It's practically whisper-quiet! No more feeling like you're in a construction zone while trying to relax. It's also handy and great for tossing in a bag when heading out for a round of golf or traveling. It's a fantastic little addition for anyone looking to expand their self-care toolkit.

"I enjoy the relationships that I have formed with the crew at CE Tech! I feel like I am part of the team!"

—Casey Johnson
US Ceiling Corp



3144 S WINTON ROAD • SUITE 300 | ROCHESTER, NY 14623

Win a \$25 Gift Card!

Last month's Trivia Challenge Quiz

What's the vertical three-dot menu icon called?
The answer was... a. Kebab

You can be the Grand Prize Winner of this month's Trivia Challenge Quiz! The first two people to correctly answer this month's trivia question will receive a \$25 Amazon gift card. Please respond with your **business** email.

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

Email your answer to jmorgan@cetechno.com

One winner per company per quarter

Happy Holidays



We would like to wish you and your families a very merry Holiday Season! We are very thankful for our clients, partners, and wonderful staff that make our work enjoyable. We hope that everyone enjoys the season and is filled with health, joy, and happiness!

Merry Christmas & Happy Holidays,

The CE Tech Team