

# THE FUTURE OF INTELLIGENT PERSONALIZA- TION

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Apple's 2017 "What's a Computer?" commercial sparked widespread social backlash. The notion that computers will eventually be forgotten relics by children growing up digitally was deemed disrespectful by those taking exception. Some may call that ironic, considering the fate of "relics" such as Nexus—which gave us "www"—and floppy disks, both considered cutting edge technology only two decades ago. The historical pursuit of improved experiences through technological advancement is well documented, but it's being accomplished more quickly, efficiently, and intelligently today than ever before.

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## **It's time to set aside resistance to change and embrace it intelligently, or risk being left behind.**

### **How did we get here?**

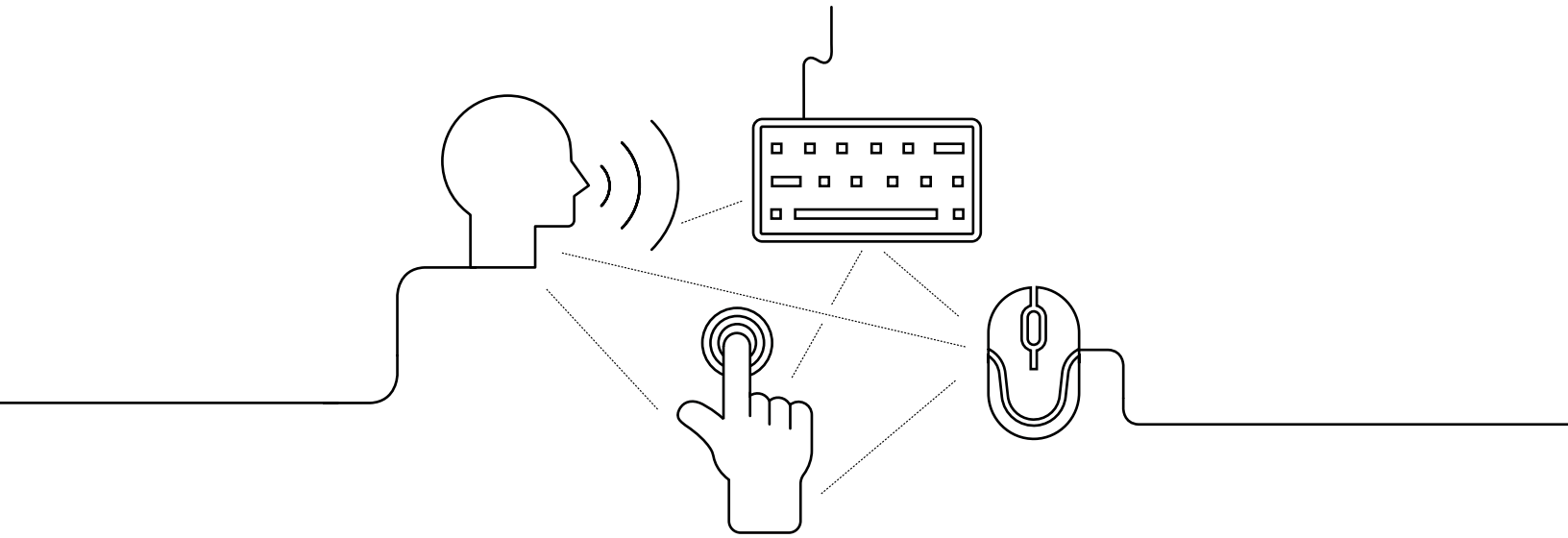
It wasn't long ago that personal computers shook the foundations of the global market. But besides the advent of personal computers, the most recent significant change on the market happened with the arrival of the first smartphone. Smartphones placed integrated, high-demand, and highly personal experiences into users' hands—a massive leap forward from their PDA, flip phone, and pager predecessors. And with a multitude of apps at their disposal, users were able to tailor their smartphones according to their wants and needs.

As application delivery expanded to mobile, wearables, and systems that "learn," users began engaging wherever and whenever they wanted with social media, entertainment, health and fitness, finances, and beyond. And it wasn't long before businesses and solution providers began rethinking how the customer could interact with these devices.

Through seamlessly embedded and connected technology—such as internet of things (IoT), biometric authentication, and the cloud—smart environments began leveraging device, touch, voice, and visual interactions to give users a more intuitive, immersive experience.

In parallel, users became accustomed to, and then demanded, personalized experiences.

Far from the personal computers of old, modern interfaces have evolved from reactive to interactive. As data is collected, the experience is enhanced. And as artificial intelligence and machine learning elevate the ability to interact with the user, "computers" are transforming into a variety of cutting-edge interfaces that change our day-to-day lives.



## Where we are today

In 2018, thanks to computational power, big data, and device connectivity, we now have the ability to process significant amounts of information. Combined with artificial intelligence and advances made in speech recognition (which allows machines to understand language) applications can learn from experience so that one can talk with a device with ease and simplicity. And with virtual assistants, voice commands are becoming a regular part of our daily lives.

These advancements in voice are paving the way for conversational commerce. Conversational commerce is about shifting from a storefront-like experience towards a simple chat interface. This shift allows for a one-to-one communication channel with the customer. Users interact with the store just as if they were with a sales person—only the sales person is, in fact, a bot.

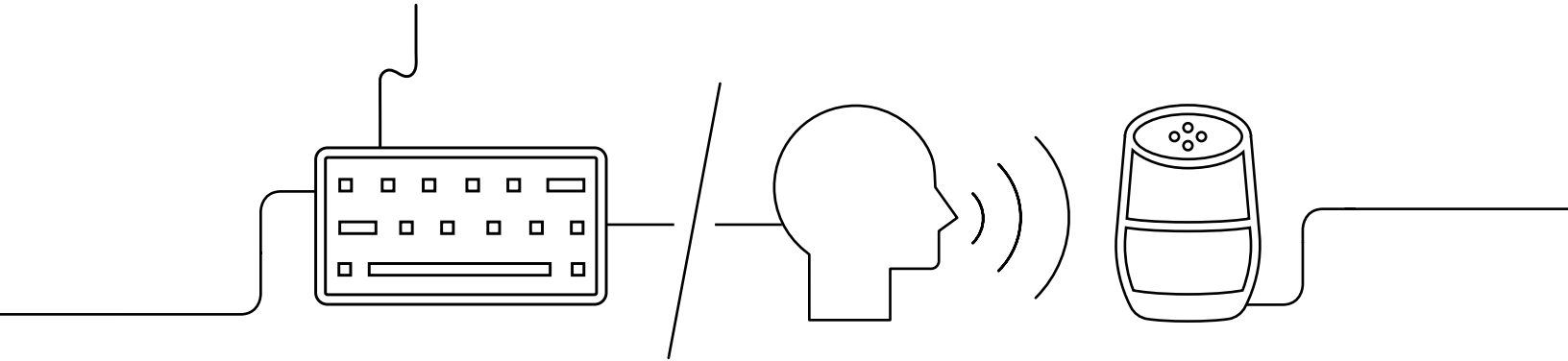
Platforms like conversational commerce respond to the individual user, recognizing unique patterns and behaviors in an attempt to predict next actions or reactions. These innovations shape the way we search, shop, consume, and share—a clear evolution of the customer journey and path to conversion.

And these innovations aren't limited to voice. Augmented reality (AR) and virtual reality (VR) are hyper-contextual and are gaining ground in multiple industries to deliver engaging, immersive experiences. For example:

- Homeowners can “visualize” various interior layouts before selecting the perfect option.
- Shoppers are able to “try on” outfits and jewelry virtually before buying.
- Surgeons can “perform” practice surgeries with touch-and-feel realism, and without risk of life.
- Contractors are able to “see” piping and wiring inside of walls, or to “map” a building or entire city block.
- Filmgoers are no longer limited to IMAX and 3D, but can now be “in” the movie.

In each of these areas, software becomes more humanized, and the interface grows increasingly intelligent through progressive interactions and the analysis of collected data. The term “computer” becomes relative, and progress is no longer crawling, it’s running.

How will users interact with businesses tomorrow?



## Innovation is the future

Business leaders should ask themselves: How well has the business evolved over the last few years? Are innovations truly advancements, or are they “catch-ups”? Is the business relying too heavily on legacy infrastructure and applications or are technological investments future-proofing the business? Most importantly, why is the business relevant to customers and how will it stay that way?

With the normalization of intelligent interfaces, users increasingly expect seamless, accessible, and personalized interactions. Serious consideration must be given to both device and purpose during the interface development process—beyond keyboards, passcodes, and touch ID access. And when it comes to experience, the ability to learn, anticipate, and proactively deliver is vital to continued relevance in the eyes of users. Businesses that appreciate this are investing heavily in research and development to design the increasingly intelligent and intuitive interfaces of the future.

What is next? How can users have a personalized one-to-one experience that takes engagement to the next level?

SoftServe is a pioneer in intelligent systems. We find that the device itself is just as important as the intelligence behind it. We help our clients achieve seamless, immersive experiences their customers demand—driven by data, optimized by analytics, and evolving in cadence with consumer demands.

Explore intelligent personalization through innovative interfaces. **Contact SoftServe today.**

## ABOUT US

SoftServe is a global digital authority and consulting company, operating at the cutting edge of technology. We reveal, transform, accelerate, and optimize the way large enterprises and software companies do business. With expertise across healthcare, retail, financial services, software, and more, we implement end-to-end solutions to deliver the innovation, quality, and speed that our clients' users expect.

SoftServe delivers open innovation – from generating compelling new ideas, to developing and implementing transformational products and services. Our work and client experience is built on a foundation of empathetic, human-focused experience design that ensures continuity from concept to release.

Ultimately, we empower businesses to re-identify their differentiation, accelerate market position, and vigorously compete in today's digital, global economy.

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