



# THE *INTEGRATED AXIS* TECH CHRONICLE

## What's New

### Events Around Town

- Holiday Nights at Tohono Chul
- AZ Theatre Company: Scrooge The Musical
- Tucson Holiday Ice at The TCC
- 54th Annual Fourth Avenue Winter Street Fair
- Winterhaven Festival of Lights

## 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?

#### 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.

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# CARE<sup>2</sup>

**Customer Focus  
Accountability**

**Respect**

**Excellence & Empathy**

## December 2023



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## 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 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.

### Potential For Misuse:

With the ability to generate realistic content, there is potential for misrepresentation or misuse, such as creating fake product reviews.

### 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!

## 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:

### 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?

## CYBERSECURITY CORNER:

### RANSOMWARE GANGS HACK CASINOS

 The FBI is sounding the alarm on cybercriminals targeting casinos with ransomware attacks. These attackers exploit vulnerabilities in vendor-controlled remote access and use legitimate system management tools to gain unauthorized access. Small and tribal casinos have been hit, putting employee and patron data at risk. The 'Silent Ransom Group' (SRG) and 'Luna Moth' are among the threat actors carrying out these attacks. To safeguard against such threats, organizations are advised to follow FBI recommendations: implement strong password policies, use multifactor authentication, maintain encrypted offline backups, and regularly update software components. Stay vigilant! 



## PARTNER SPOTLIGHT: THE INSTITUTE FOR BETTER EDUCATION

The Institute for Better Education (IBE) is an Arizona Certified School Tuition Organization (STO) and 501(c)(3) Nonprofit and Nonpartisan Organization. IBE is committed to removing any financial obstacles that stand in a family's way of providing K-12 education for their children and helping meet their unique needs. IBE accomplishes this through the Arizona private school tax credit program.



IBE believes parents are the best resource a child has when determining which school will be the perfect fit for their child. Parents have been able to turn to the Institute for Better Education since 1998 if the right school to fit their child's needs is not within their financial reach. IBE is honored to play a part in making a real difference in the lives of Arizona children.

IBE's goals include establishing Scholarship Programs to support every Private School Tax Credit program that Arizona votes into law, building public awareness of the tax credit scholarship programs. IBE works towards these goals by maintaining a positive public perception; communicating news and laws that impact the tax credit scholarship program; and compare favorably with other STOs based on the annual report from the AZ Department of Revenue.

If you are interested in learning more about the Institute for Better Education and supporting education in Southern Arizona schools, you can find more information at [ibescholarships.com](https://ibescholarships.com)



### 5 Unique Tech Gifts That Will Wow Your Receivers

#### **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.