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Significance of NLP in Digital marketing

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VR in Marketing

Experience makes buying easier

- Meghana C

One thing that can be farsighted is the era of virtual reality (VR) using artificial intelligence, which loosely translates into humans' interaction with artificial intelligence in a 3-dimensional environment, using various devices like the computer, VR equipped goggles, VR screens, sensors inside the gloves, etc. The evolution of VR has been consistent, and it is slowly but steadily moving into all the domains, including marketing, to engage the customers, make them have personal experience with the product and draw the customers. Most of the world's top brands have already started to implement VR into their marketing and advertisement, the best way to amass the customers and increase the reach of the product. Virtual reality, augmented reality, and mixed reality is sometimes synonymous,

but differ in how it is applied and explained. For instance, the digital world can be called virtual reality, but bringing the digital world to the real world is called augmented reality; games like Pokémon Go are the best example. The interaction between virtual and real things is defined as mixed reality.

The intensity of emotions is high, and the users have a new experience with layered realities and interactions. Hence the use of VR in marketing is gullible. Brands use it, as VR is not a message delivery system; instead, it is a platform. The existing audience thought is about immersive storytelling which is the style adopted to connect it to reality. Augmented reality marketing is the most common type of VR marketing used. It is cost-effective and more practicable for most companies because it does not require creating a headset experience but needs only a smartphone or a desktop application that is easier to access for the consumers. Top-class brands like IKEA, Gucci, etcetera are using VR to try out their products like furniture and shoes, while cosmetic brands like L'Oreal are using VR to show the virtual makeover of the customers. It should not come as a surprise that further disruptions in business models will occur, paving the way for new strategies and models.

Source: https://www.digitaldoughnut.com/articles/2018/august/virtual-reality-marketing-is-it-already-here
Picture Source: https://www.martechadvisor.com/articles/interactive-marketing/three-marketing-trends-for-2019

5G - THE FIFTH GEM

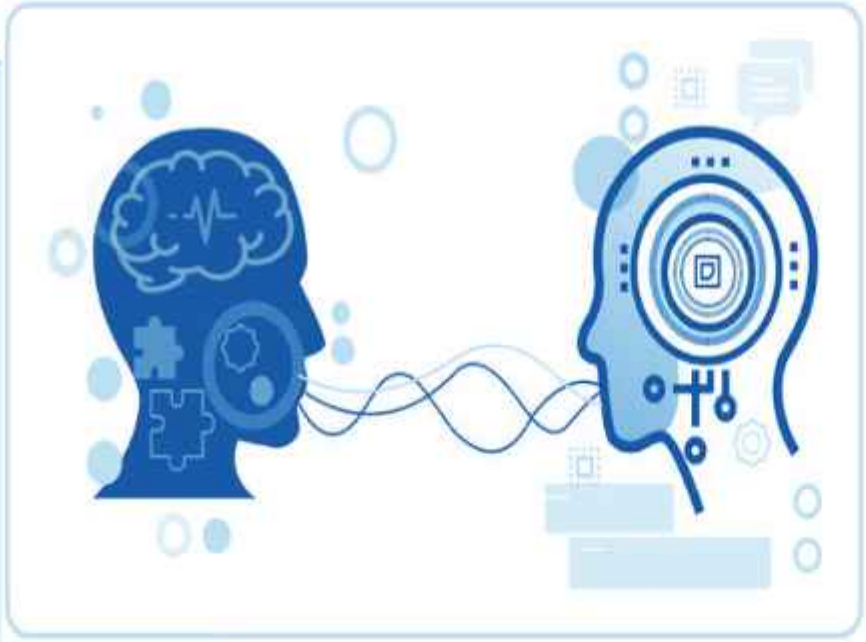
The evolutionary tech

- R Varshitha Reddy

In April 2019, the successor of 4G, the Fifth-Generation network, was launched. After a decade worth of waiting came a super network that had the power to connect everything around you with a more incredible gigabit speed, extensive network capacity as well as ultra-low latencies. Thus, empowering the users with new exposure will have a considerable impact on every industry in terms of connectivity, reliability, and availability with an integrated and more capable air interface.
The global economy will soon realize the global impact of 5G in the future, where its potential will be harvested and consumed. The 5G value chain alone can brace around 22.8 million jobs across the globe. People can use 5 G across these three main types of connected services, enhanced mobile broadband by leading immersive realities like AR (Augmented reality) and VR (Virtual reality). Mission-critical communications allow ultra-reliable, convenient and low latency links like critical remote support, vehicles and medical procedures. And with massive IoT applications, 5G is connected to an enormous proportion of embedded sensors in nearly all, by allowing speeds, power, and flexibility to be scaled down, bringing in too lean and low-cost connectivity solutions.

5G is now available in 60+ countries and more, with companies adopting the technologies and companies launching 5G phones. The virtual network comes with its challenges. Building a 5G network must have a new infrastructure to use its full potential; 5G cannot make it on the existing 4G network frame. There is also privacy and security problem as the 5G network has the potential network frame that can track people and eavesdrop on live phone calls.
In India, the 5G ecosystem is still underdeveloped and is yet to allocate. The cost of rolling out the 5G network is enormous and inappropriate to the debt-ridden telecom companies working with the 4G network.

Reference link: https://www.qualcomm.com/5g/what-is-5g
Image link: https://www.thedigitaltransformationpeople.com/wp-content/uploads/2019/02/5g.jpg



Significance of NLP in Digital Marketing

While the term "natural language processing" (NLP) sounds complicated, its implementations are straightforward.

- Sai Deepak Konreddy

Humans have an innate ability to communicate, but machines do not. For them, comprehending the meaning of our language is a tremendous obstacle. It's all about improving that with NLP.

Natural Language Processing (NLP) is a branch of AI that uses computer science and computational linguistics to allow computers to learn, translate, and exploit the often subjective, rule less world of human communication. As a result, the ultimate aim is to assist machines in making use of what we mean in a manner that benefits them.

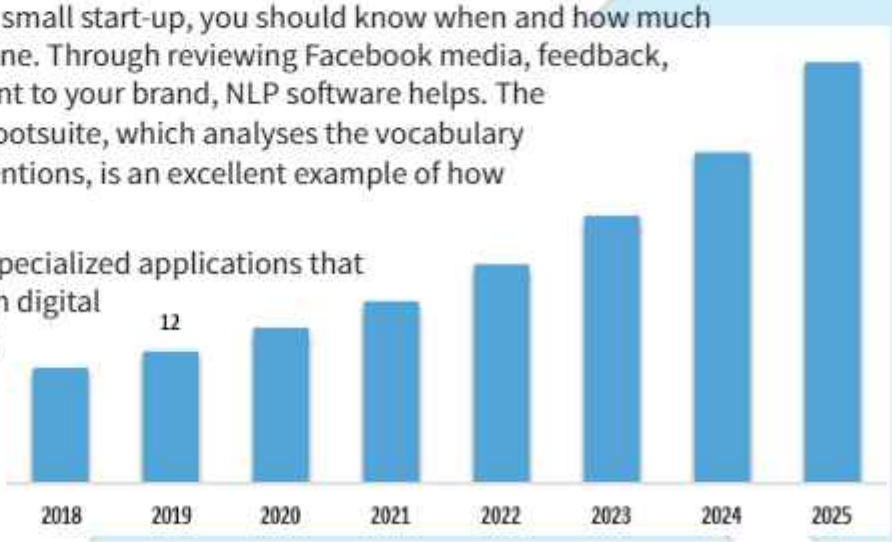
NLP provides more information by assisting us in comprehending the actual vocabulary used and their meaning. As a result, it has a lot of selling potential. For example, voice search is entirely reliant on NLP since it employs sophisticated algorithms to decipher a user's orders and determine the most appropriate answer.

Marketers will benefit from NLP, but the applications are likely to be more extensive than you think! Here are a few of the most exciting and vital ones.

1. Recognizing Customer Attitude:

If you're a cultural icon or a small start-up, you should know when and how much people keep talking about you online. Through reviewing Facebook media, feedback, and user-generated content relevant to your brand, NLP software helps. The emotion analysis platform from Hootsuite, which analyses the vocabulary used in successful social media mentions, is an excellent example of how this works in practice.

Many more sophisticated, specialized applications that use NLP to track sentiment through digital platforms, such as social networks and review pages, blogs, and subreddits, are available.

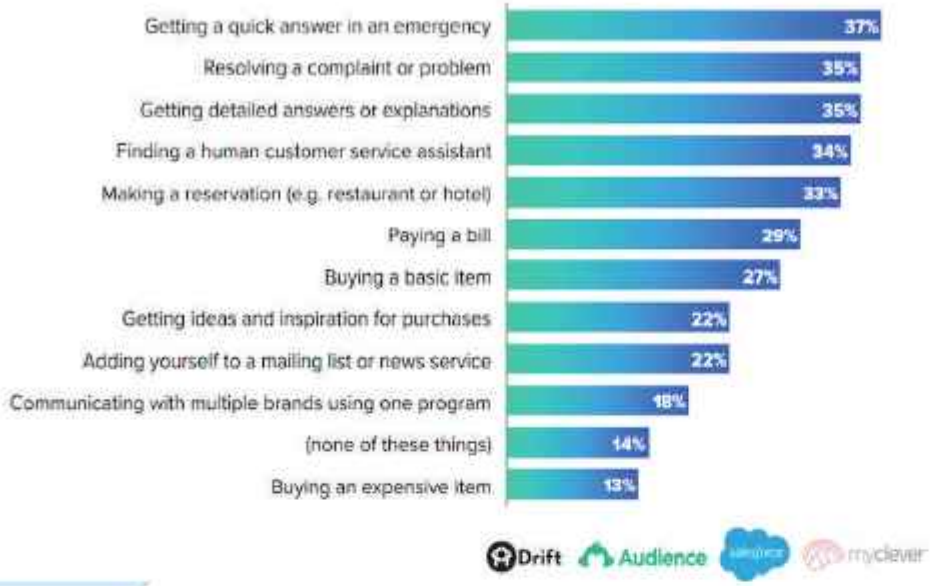


Global Natural Language Processing (NLP) Market, 2018-2025 (USD Billion)

Source: https://neilpatel.com/blog/natural-language-processing/

Predicted Use Cases for Chatbots

What do you predict you would use a chatbot for?



2. Chatbots for Customer Service and Lead Generation:

People use chatbots for a variety of reasons. There are a variety of causes, as this analysis demonstrates. They have evolved into an important customer service platform and an essential part of the purchasing process, allowing customers to get immediate responses before engaging with a live person for a more in-depth conversation.

Natural language processing technologies like power chatbots are confined to actual conversations. Sure, you can usually tell when you're talking to a bot rather than a human, but this doesn't seem to bother users. In reality, 54% of respondents said they would still prefer a chatbot over a person if it meant getting a response ten minutes sooner.

3. Using NLP to Spot Trends:

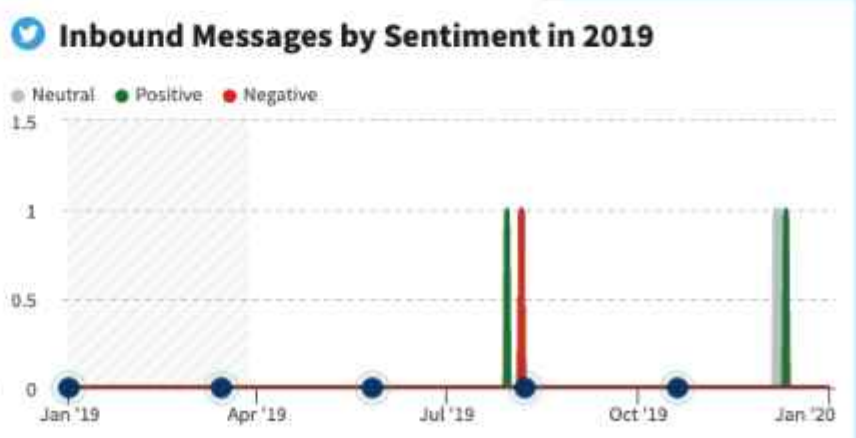
You've always used a content aggregator or RSS feed to get daily updates on a company, service, or subject region before. On the other hand, NLP goes a little further by locating the detail and then summarizing all of the essential aspects in a fraction of a second. If you're struggling to figure out what will be the next big thing in your industry, this information is priceless.

4. Content Development on a Large Scale:

It's no joke that AI can write novels and credible media articles, but it's also capable of even easier content development activities. I'm not suggesting that you hand over your entire content management campaign to robots. For the time being, you're better off leaving something more imaginative to humans.

But what about large-scale creating content? Let's say you have a large e-commerce platform with hundreds of stores; writing explanations for each of those pages will be a copywriter's greatest nightmares!

This is where AI-powered content, backed up by NLP, comes in handy. The e-commerce behemoth has also launched an AI copywriter worthy of doing all of the time-consuming writing. Dickies and Esprit, for example, use it to construct Chinese-language buyer personas.



Blockchain in banking and finance

Chain system disrupting the traditional banking

- Meghana C

The data is stored generally in the form of single-file or multi-file relational ones. Still, the blockchain database is such that it works on both traditional and distributed databases where the database interface/computer interface records the transactions which are assisted by multi-layered blockchains. As it is a distributed database, the ledger is incessantly filled in and synchronized across multiple computers, helping the network participants with proper credentials to view the complete log. "Smart contract" is an added advantage of blockchain technology, an automated protocol enforcing an earlier agreed arrangement. The application of Blockchain is seen in finance, as the refund of transactions immediately under few conditions or the automated transfer of amount after the sale, eliminating the delay in the traditional processes amplifying the accuracy in the statements of our finance.

Reduction in errors, increase in efficiency, improvement in customer experience, and reduction in capital consumption are the key advantages impacting the core processes of Blockchain. It is a standardized process working on rules best suited for smart contracts. The data has a single truth source synchronizing across stakeholders, making it an added advantage. The distributed ledgers and transparent records give all the stakeholders access to the same data at a time.

An increase in financial efficiency with the application of Blockchain is seen as it reduces the manual intervention and manipulations, allowing to trace the transactions, support documentation and stack the accounting entries reconciling the departments and subsidiaries with promising transparency across the interested parties. Innumerable companies are moving towards production from blockchain production, while some of them are moving into Proof of Concept (POC) and case development.

Australian Stock Exchange has moved from the current post-settlement process to a Blockchain-based solution. The production-based Blockchain is being applied by WeBank in China for syndicated lending capabilities, in use by three mid-tier banks. European blockchain partnership has been signed by 22 European member countries making Blockchain a priority. The estimated business value of Blockchain is in trillions by the end of 2030. The cryptocurrency wallet and cryptocurrency will be in high use. The Bitcoin, Bitcoin Cash and Ethereum will skyrocket due to the increased and practical application of Blockchain into both solutions and productions.

Source: https://home.kpmg/uk/en/home/insights/2019/03/bifb-blockchain-in-finance.html
Picture source: https://bitcoinist.com/wp-content/uploads/2019/01/World-Open-Network-Reinventing-Cryptocurrency-and-Blockchain-Technology-for-Society.jpg

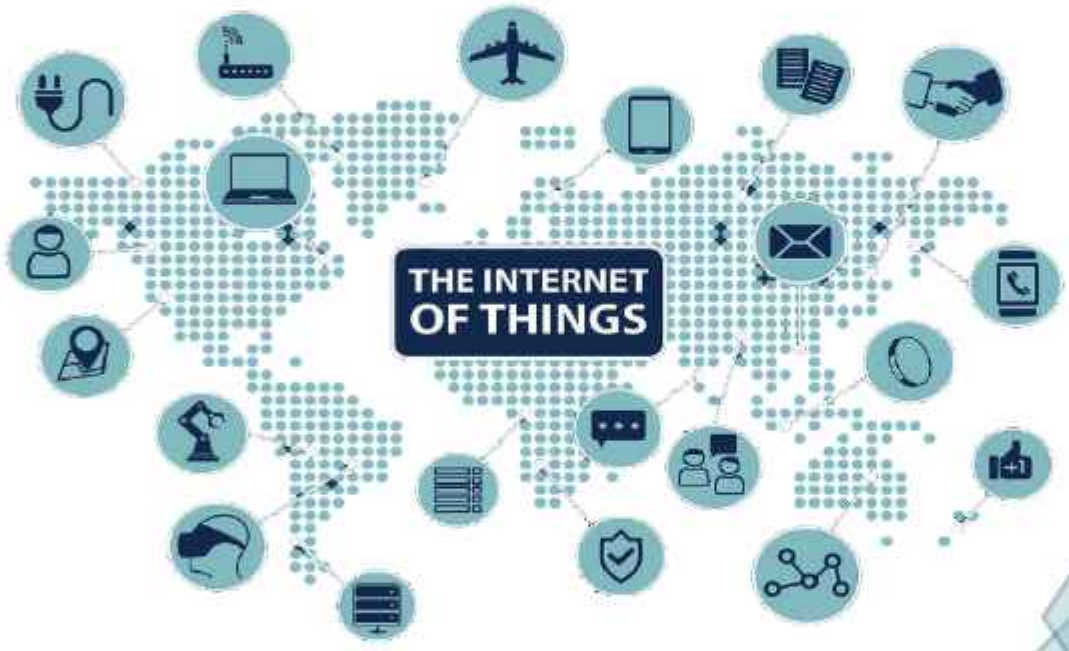
IoT The New "Revolution"

Reality is now communication between the devices

- Sai Deepak Konreddy

IoT is causing market disruption, and experts caution that it would need specialised expertise and modern strategy to take advantage of the possibilities it presents. IoT is a network of physical devices or "artifacts equipped with appliances, apps, sensors, and networking – features that allow them to capture and share data, as per one definition. Make no doubt about it. These herald the start of a business revolution.

It is important to note that I said "business" rather than "IT." The Internet of Things (IoT) is not an IT revolution; it is an IT evolution. It's important to note that I said "business" rather than "IT." The Internet of Things is not an IT revolution; instead, it is an IT evolution. Even so, for companies, it heralds a sea change in their desire to look inwards, at operations and digital infrastructure, and outwards, at consumers, resulting in additional sales prospects and operational efficiencies.

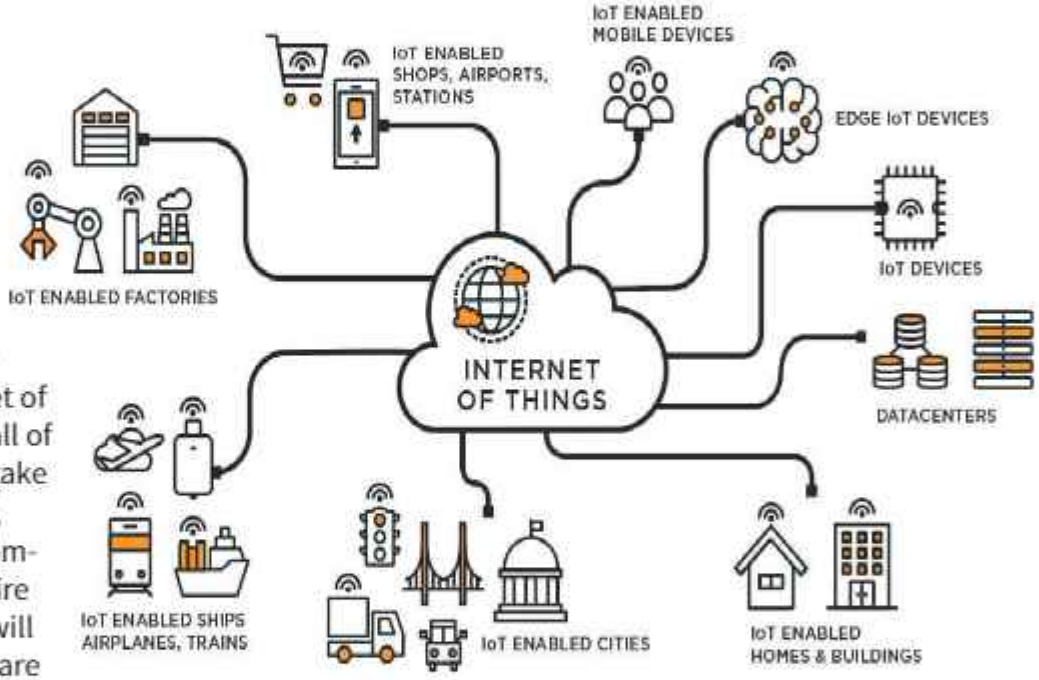


In short, the Internet of Things vastly improves the clarity of the lens by which companies can examine any part of their operations. For instance, staring in the mirror implies nothing if you don't find what you're going at or how to act on what you are seeing.

Before it can be processed and translated into facts, data is just that: data. The vast amount of data would be useless if that couldn't be analysed.

Source: https://www.freecodecamp.org/news/introduction-to-iot-internet-of-things/
Image source: https://www.hbco.com/reference-center/what-is-iot

The enormous data asset lies unexplored without any of the capacity to examine it. Furthermore, as we continue to mine the data, identify patterns, and convert the data to insights, a virtuous cycle emerges. The compa ny can concentrate on areas where other data leads to improved analysis and added value. In the end, it will be knowledge gained from data that will drive the uprising. As it stands now, IoT is mostly consumer-driven, with industries such as healthcare, banking, engineering, and construction showing promise. Some industries explore how the Internet of Things will improve the quality of services they offer to their clients to revitalise their customer engagement experience.



However, to take advantage of the Internet of Things, one must meet all of these requirements. To take full advantage of the IoT, though, both of these companies will have to acquire new capabilities – they will need collaborators who are experts in all of the technology that will eventually unlock the meaning of the information contained in all of this "stuff". Technologies like: fully integrated and intelligent network systems that can link "things" and the devices that power them, whether wired or wireless.

Data centre architecture that can scale to handle the influx of data is flexible enough to manage workflow shifts and efficient enough to analyse all of the data during the first place. Next-generation protection gives the company the control and access it needs to make sure that the "stuff" does what they're supposed to do and not build security gaps that can exploit market insights, that offer actionable feedback that can visualise data in a manner that the business can appreciate.

Maybe most critically, these collaborators must not prioritise technology. They must be ultimately consumer and industry-focused, putting consumers first to comprehend their markets truly.

Only by combining customer-centricity, creativity, and technological competence will these collaborators handle the challenges of IoT and recognise and capitalise on the importance that IoT represents for each customer.

5G in FINANCE

Future of banking

- Gaddam Shashank

The ease of doing business and the simplicity for the consumers to use the product or the service is what matters in the modern business scenario. The seamless 5G network offers ease and simplicity for both consumers and business to run their operations and do their activities. The industry which adapts faster to digital evolution is the financial sector.

5G networks have "Network Slicing" ability which can segment data according to our preference. This ability of technology enhances information and processing of security, which are critically sensitive components of transaction.

The evolution of financial services, obtaining credit information, allows people to do cloud computing operations with the proper implementation of the 5G technology. The AR, VR and IoT hope to move the banking and financial industry further. Intensive technology will move the finance apps to the cloud with all data processed there. Once it's on the cloud, the customer can access it from any access point as the latency rate is low and speeds are high and aided by virtual assistants. Payments can be done using wearables, converse with AI bots, and transfer funds instantly.

Security is the central aspect when it comes to online transactions. Any kind of security breach into the account is immediately tracked and traced by the speeds of the 5G networks. Then the customer's location is used to examine and investigate.

To ensure seamlessness for the consumers, 5G offers seamless payment options to them. They can make payments with just one click from wearables, cars, phones and IoT channels at any time and from anywhere. The low latency of 5G makes it happen for the consumers.

With the appropriate implementation of the 5G technology, it can remove many bottlenecks in the financial sector regarding payments and accessibility for the consumers and make it easy for the banks to operate their activities.

Source: https://www.forbes.com/sites/forbestechcouncil/2020/09/16 [illegible]
https://www.[illegible].com/learn/tech-advice
Image source: https://[illegible].images.[illegible].com/image/[illegible]

5G POWERED WORKPLACE

Work faster and connect easier

- R Varshitha Reddy

The forthcoming innovation - which is better and quicker, is the Fifth-Generation innovation or 5G. It is very efficient in all aspects compared to its forerunner 4G. The pivotal element of 5G is its short-latency span. Using the 5G technology provides many solutions in every way, and is thus revolutionary for the workplace.

5G assists in the smooth functioning of operations done online: video conferences, online calls, projects, and other tasks that require a great deal of data. The primary constriction for using AI in the workplace was the lack of powerful network technology, and since that is gone, it has made work efficient. Artificial Intelligence (AI) powered storing, processing and visualizing massive data sets an everyday activity. A collaboration of work by enabling every individual in the workplace to edit the files in the cloud creates unified communication in a single platform.

The foundation concept of 5G is network slicing; it dedicates the network to different applications, services, or devices. The mobile carriers will "slice" the network tracks. It will help route traffic in directions where it is most necessary, and prioritize applications according to the organization's objectives. Access to remote areas is also made easy by 5G technology. There is an elimination of risk such as email getting delayed, video call getting pixilated or normal functioning tools having a break-down.

As the world is evolving and economies globalizing, 5G technology will be crucial, but there are still uncertainties in adopting the tech. Many organizations are not aware of 5G technology and how they can implement it in the workplace. There is a question of security concerns as with the rapid movement of activities, it will be hard to detect a data breach. It brings in waves with faster productivity, employee performance and experience. But it will also increase security risks that organizations planning to implement should prepare the organizations before implementing the technology.

Source: https://www.hrtechnologist.com/articles/digital transformation/benefits of 5g in the workplace/
Picture Source: https://www.hrtechnologist.com/articles/digital transformation/benefits of 5g in the workplace/

VR in GAMIFICATION

Get Simulated for better experience

- Dheeraj A and Bhuvan P

Games, an integral part of most the people of this generation. Virtual reality is a recreated experience that can be similar to the real world. The fusing of games and Virtual Reality is an emerging trend as it incorporates enlarged reality and blended reality. Games are not new learning intercessions. Face-to-face preparing has utilized games for quite a while, and with the coming of web-based learning, two essential methods of gaming have advanced. One is Pure game-based realizing, where the whole preparing is a game that focuses and remunerates—and the other gamification on specific evaluations or exercises, testing effectively with both the structures.

Here are four instances where mixed Virtual simulation and gamification can make preparing more successful.

Fresh recruit preparing is an extreme illustration and the arrangement is onboarding. Rather than the norm, grave enlistment programs, one can have a "VR in addition to gamification" meeting. The students not just find about the different capacities and critical individuals of the association but also do so quickly and with more prominent interest. This kind of program likewise invites the new representatives in an exceptionally captivating way.

Security preparation is another illustration which is a decent mix of gamification and VR used to prepare workers for the crises like fires or twisters. Customarily, this kind of preparing is done as an occasional drill, here and there, with "champions" driving the way and showing acceptable behaviour during the crisis. With a computer-generated experience setting, joined with game components like scoring and rewards, workers will be more propelled to prepare and focus closer and be ready. The VR setting can likewise reproduce the crisis without placing representatives in harm's way, improving them if the circumstance emerges.

Numerous associations offer a set of principles preparing as a feature of direction and other required projects. One can change over this preparing into a fascinating gamified VR experience. Students can put themselves in virtual circumstances where they will be offered blessings from outsiders or tested to settle on better decisions when conversing with individuals outside the association. Customarily, these preparation programs are conveyed as e-learning courses. A VR experience will give a practical vibe to the incident, making it more critical and better-planning students if the circumstance emerges "in actuality." Consolidating it with game components makes a drawing in an encounter and assists students with subduing their flight or battle reaction.

By putting together VR and gamification, students perform better in the recreated climate, and with expanded memorability, the exchange of figuring out how to work is better. With the diminishing costs of VR headsets and arising advancements, L&D ought to consider VR games a genuine mode for acquiring new abilities and practices.

Source: https://www.digitaldoughnut.com/articles/2018/august/virtual-reality-marketing-is-it-already-here
Picture Source: https://webpages.tuni.fi/gamification/2020/12/21/msca-itn/

Augmented Reality in HR

Role of recruiting

- Bhuvan P

As the technology is evolving, getting anything and everything at the comfort of your home has become a trend. This is possible with Augment Reality (AR), an enhanced version of the real physical world achieved through digital visual elements, sound, via technology. The application of AR in the practical world is seen in many domains, including Human Resource (HR). It is now the growing trend among companies involved in mobile computing and business applications in particular.

Current HR practices involve one-way communication, and there is a lack of interaction between the employer and the employee creating an artificial distance. The current HR practices are being challenged by the application of AR into the field for capturing information that cannot be obtained conventionally.

In today's recruitment process, hiring the most eligible candidate is an ongoing challenge. Whether it is candidates applying for a job, or introducing them to the organization, AR in HR would help the candidate better in understanding the organization and its work environment better. In the interview process, an interviewer does not need to spend time fetching skills and details from a resume; instead, an AR-based application can show all the details. This kind of hiring process is required for the current generation due to the graduates' increase; they can do this type of recruitment even from their homes to go with the interview process

According to a study by Jobvite on the candidate-recruitment relationship, almost 30% of employees left the job within 90 days of starting. Organizations with weak onboarding process tend to lose the confidence of candidates. Usually, onboarding starts with HR giving an overview of the organization. Sometimes it gets monotonous, and candidates lose their interest leading to loss of track. AR can make the whole process interactive and engaging. Employees can attend training from any location without being remote. AR can enable an employee to go through the entire process in the form of fun at their convenience.

AR-based applications can significantly revolutionize the process of training and development. It can create a simulated environment of the real-world and avoid any untoward incident during practice. It can manipulate virtual objects and create objects that are difficult to experience in the real world. In the mobile platform, it can create content in 3D format, which is more interesting to learn.

AR in HR goes hand in hand with VR. This technology has the potential to move beyond being a mere tool of fun to facilitate transformative enterprise application development. AR in the real-world can help in making decisions better with learning by analysing the situation. It has the potential to fill gaps and address issues that are hard to replicate in the real world, be it recruitment, learning, onboarding, or performance management leading to most of the future trends in HR management.

Source: https://www.tcs.com/blogs/ar-vr-the-way-forward-in-hr-management
Picture source: https://www.softwaretrends.com/blog/how-are-hr-departments-using-ar-and-vr/

Cloud Computing is the delivery of computing services that includes servers, storages, database and lot more. Cloud Computing offers faster innovation. And it is significant shift from the traditional way, which has a lot of benefits.

In the terms of cost, it has appropriated figuring which discards the capital expense of buying hardware and programming and setting going close by data-centres—the racks of labourers, the consistent force for power and cooling, the IT experts for managing the establishment.

In the context of Global Scale, the advantages of distributed computing administrations incorporate the capacity to scale flexibly. In cloud talk, that implies- conveying the perfect measure of IT assets—for instance, pretty much-registering power, stockpiling, transmission capacity—appropriate when required and from the privilege geographic area.

With respect to execution, the best-distributed computing administrations run on an overall organization of secure server farms, routinely moved up to the most recent age of quick and effective processing equipment. It offers a few advantages over solitary corporate data- centres, including decreased organization idleness for applications and more critical scale economies.

Cloud Computing

Be connected anywhere

- Dheeraj A and Bhuvan P

Nowadays security is the play key role in many cloud suppliers. They offer an expansive arrangement of approaches, advancements and controls that reinforce your security act, by and large, ensuring your information, applications and foundation from expected dangers.

Speed offers the most distributed computing administrations offer self-support and on- request, so even vast measures of figuring assets can can be provisioned in minutes, commonly with only a couple of mouse clicks, giving organizations a great deal of adaptability, easing the heat off scope quantification. Coming to any business the ultimate goal is profit.

So, on location data-centres ordinarily require a great deal of "racking and stacking"—equipment arrangement, programming fixing, and other tedious IT board errands.

Distributed computing eliminates the requirement for a considerable lot of these assignments, so IT groups can invest energy in accomplishing more significant objectives.

Reference https://azure.microsoft.com/en-in/overview/what-is-cloud-computing/
Image source:
https://scouttg.com/blog/articles/what-is-cloud-computing/
https://www.newgenapps.com/blog/how-small-businesses-use-cloud-computing-for-efficiency-and-profit/

IoT in Finance

Connect, re-connect and interconnect to "things"

- Meghana C

The world we live in is connected to the internet, and our lives revolve around things such as software, sensors, and technologies used to exchange and connect data with devices and systems over the internet. We do not connect to the web through the internet anymore. We have started to computerize, network and interconnect with the world we are living in. The internet of things (IoT) is everywhere, and slowly but surely filtering into the finance and banking sector to make those services easier. The industry does not move faster with the technology as it is conventional and vulnerable to bureaucracy. The banks and fintech organizations are the maiden ones to develop technology-oriented banking, that is, the Internet of Things.

Operational and information technology drive IoT by the amplified use of products, applications and connected banking options of IoT. Personalized customer service, including wealth management, improved & improvised decision-making, real-time data gathering, smarter interactions like voice assistants, optimized capacity management at bank branches leveraging the power of IoT, seamless communication between financial devices, ensuring assistance like cashless payments and enhanced bank security to prevent money loss are the key areas in which IoT is being applied in banking and financial services. Safety is the first and foremost concern when it comes to banking. To address the issue, centralized monitoring & round the clock control, leading to an instant reaction to theft intrusions, can be observed as a prime benefit. Other advantages are automated business processes, upgraded ATMs, improved credit card experience, extending the service range outside banking, and increased branch banking efficiency.

The leaders in the industry of banking and finance will be the fintech banks and start-ups who take a chance and increase the limit of IoT, resulting in the exploration of various other ways for banking. With new start-ups in this field day by day, the IoT network is pushing its limits for the analysis of data for the automation of varied business processes multiplying productivity and profitability.

Source: https://www.digiteum.com/internet-of-things-banking-finances/
Image source: https://www.bbva.com/wp-content/uploads/2019/12/fintech2.jpg

APPLICATION OF 5G

Revolutionizing the activities of Mega-industries with a network

- Gaddam Shashank

In the business-driven world, network and technology is the game-changer. Business with an extensive network makes the activities efficient and time-saving; 5G is a vast network with high gigabit speeds, low-latencies, and instantaneous data processing speeds that can impact industries growth, efficiency, and profitability.

In the automobile industry, 5G can aid the transportation and development of autonomous vehicles by providing better GPS technology, interconnectivity among cars that enables direct communication to prevent traffic delay and alert other cars in collisions. It also offers real-time traffic updates. The network can also support Self-drive vehicles because of its low latency and enable intelligent software applications.

The manufacturing industries can manufacture eco-friendly goods which last longer as 5G technology consumes less power and gives more battery life. Faster production enables faster delivery of products. The network speeds can offer more immediate customer service delivery as the latency rate is low.

The security services industry can provide expeditious services, more rapid top priority communications during emergencies, and reduced human presence in the hazardous industry which will create a safe and secure environment with this network.

5G tech can enhance the delivery of healthcare services and facilities with rapid and cutting-edge technology.

Financial services like mobile trading, technology transactions, blockchains, or monetary transactions will rapidly boost.

The extensive network is the go-to for the travel industry. There will be a remarkable shift in terms of processes and offerings. 5G makes cities interconnected, better and safer transportation system, efficient route planning, traffic re-routing, superior patrolling, which will reduce the crime rates in cities. 5G frameworks can change the world by making things faster and efficient on a large scale for people and businesses.

Source: https://www.soais.com/how 5g may transform hr/
https://www.computerweekly.com/feature/What 5G applications will transform your business