

Advancing Seamless Experience by Integrating Innovative Technology



Before COVID-19, people, businesses, and governments relied on disruptive technologies for different activities, including economic transactions, commerce, logistics, education, and health care.

It exposes a massive divide between high-income and poorer countries in digital practice and the availability of technology solutions to boost the pandemic response. The contribution of technology to COVID diversifies across areas and relies on comparatively advanced digital ecosystems.

Despite ambiguities around the economic outlook, emerging markets will experience an expedition to adopt innovative technologies and increase online business models. Technology enables liberty, flexibility, and a refreshing, unique experience and places a much larger weight on health and wellbeing.

Here are technology trends that are transforming how we do business and provide a seamless experience:

Deliveries

In 2002, a tremendous growth for B2B and B2C platforms was seen during the SARS outbreak. Likewise, the Covid-19 pandemic has changed the online marketplace and switched it from a nice-to-have to a must-have.

To support social distancing and to restrain the virus, online shopping is the way to go. E-commerce has seen a massive surge in this pandemic. You can receive what you want at your doorstep.

A robust logistics system makes the delivery experience risk free. Further, e-commerce giants are ramping up to begin contactless deliveries where they select and drop off goods at a specific location rather than delivering to a person.

A Sneak-Peak into Salesforce Healthcare CRM

Intuitive Surgical is an advanced healthcare company that launched the da Vinci Surgical System in the late 90s. As the business developed, their current customer management system, based on spreadsheets, was no longer viable. They started looking for more effective options to handle their sales and plan for a better tomorrow. This was when they adapted to Salesforce.

For Intuitive Surgical, Salesforce CRM became a sound system for saving and analyzing different patient-related data types and producing relevant insights in real-time. Moreover, they gladly embraced the Chatter choice that enabled safe and fast interaction between its salespeople.

Virtual Technology

Companies have asked employees to telecommute to support social distancing. The technologies, including virtual meetings, cloud technology, face recognition, digital identity verification, and virtual private networks, are supporting remote work.

On the one hand, working from home spares commute time and gives flexibility. Still, on the other hand, it forces cybersecurity difficulties. So to deal with all the problems, cybersecurity trends are overhauling too.

Data security, privacy, and timely tech support must deal with specific loopholes in their system and not jeopardize people's confidential data.

There is an urgent requirement for HR departments to use digital identity verification solutions to track and tackle fraudsters and enhance businesses' onboarding processes. HR departments can use AR to generate immersive experiences for training and fast-tracking employees.

While many companies are calculating the costs of the COVID-19 crisis, areas that have adjusted and advanced quickly on technology demands are reaping what they have sown.

Blockchain Technology

The coronavirus or COVID-19 crisis has severely disturbed global supply chains. So there is an urgent requirement to develop transparent, inter-operable, and connective networks. Blockchain technology can increase the transparency of transactions by the seamless integration of diverse networks.

Blockchain is helping to fight the virus by tracking public health data surveillance and crisis administration using the smart contracts concept.

Cybersecurity

Cybersecurity is one of the indispensable technologies for organizations that rely on data-driven technologies. Much of the consideration is given to privacy and data security as per GDPR.

As people work from their homes, businesses' data is exposed to cyberattacks; this presents another reason for implementing cybersecurity practices.

Cybercriminals are taking the support of this pandemic and coming up with various methods to misuse a system. Also, there is a spike in online attacks, so every company must consider cybersecurity.

Cloud Technology

Cloud organizations overcome the pandemic stress-test affected by the unexpected hike in workloads and inexperienced users.

Cloud technology witnessed a surge in acceptance during COVID as businesses are embracing the work from home (WFH) policy to support social distancing.

With the implementation of online education models, the market for cloud-based video conferencing is also growing. Companies and educational organizations will continue to make use of this technology. As the market for this technology continues to improve, companies are executing this technology.

Healthcare Technologies

Indeed, the consequences of COVID-19 on healthcare go beyond the disease itself. The global spread of COVID has created pressure to predict patients' surges and their influence on individual care facilities.

To achieve targeted and adequate medical care, businesses rely on remote monitoring, IoT, Big Data, and AI more than ever. These technologies empower healthcare service providers to process and scrutinize vast amounts of data and obtain a wealth of insights virtually and cost-efficiently.

Conventional IT infrastructures cannot blend the digital services, large data sources, and real-time analytics required to deliver personalized patient experiences. With private connectivity, healthcare service providers can deliver real-time, reliable reports and data exchange with patients and cloud providers. It ensures continuous services and improves outcomes.

Supply Chain

Supply chain disturbances and limited flux have become important hurdles that the manufacturers need to overcome. Businesses have to innovate at rates they never had to gain a competitive edge before, mainly as markets once again pick up.

Therefore, more and more companies are leveraging automation, cloud, and Edge Computing to maximize their data, services, and productivity during this crisis.

A strong data centre platform provides manufacturers quickness, flexibility, and scalability to match growing needs. As manufacturers and their supply chain associates move closer, they can cost-effectively deliver products to market quicker and satisfy their customers' needs.

Closing thoughts!

For all of today's business climate's uncertainty, the enterprise's impact is unlikely or only to be short term. With the growing market for interconnection bandwidth, companies are unquestionably advancing deeper into Digital Transformation. Those who are digital-ready can decrease the influence of future global events, develop resilience in their operations, and achieve competitive gains.

The guiding mindset is increasing employees' experience and providing workplace operators a rich set of data and tools to streamline operations in real-time and plan for the future.

For more information, contact@criticalriver.com



CriticalRiver is a trusted digital technology consulting company with a demonstrated track record of successful technology implementations in areas such as Digital Transformation, Digital Engagement, and Digital Engineering.

We implement and offer consulting services for CRM, Supply Chain, and Integration Solutions by leveraging our skills and capabilities in cutting-edge technologies. We help enterprises simplify, automate, improve, and enhance operations and processes to scale and grow.

We are also technology partners for Salesforce, Oracle, NetSuite for consulting, implementations, managed, and advisory services. Our highly experienced consultants are experts at understanding customers' needs and delivering strategic solutions that leverage the latest technologies and industry best practices.