

Lanrex's biggest tech trends for small businesses in 2019

Technology has come a long way in such a short amount of time and now there are a number of key trends that are poised to change the way that small businesses operate. Lanrex's tech trend report highlights the types of trends that your small business needs to know about.

1 | The Era of Augmented Reality



7 out of 10 buyers already say they want more AR in the customer experience.

By as soon as 2020, there will be one billion people on Earth equipped with augmented reality-compatible devices.

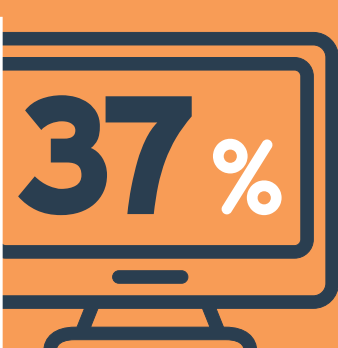
62%

of people say that the shopping benefits of augmented reality are already clear.

88%

of small and mid-market companies are already using to a certain extent.

2 | The Chatbots are here



of people say they use them to get a quick answer in the event of an emergency.



say they use them for making basic purchases.



say they use them to get detailed answers or explanations to questions.



say they use them for paying a bill.



say they use them for making expensive purchases.

3 | The rise of voice search



Voice search is exactly what it sounds like - conducting an online search via your voice rather than "the old fashioned way" of typing keywords directly into a search engine like Google.



The biggest category for voice search is news at 20 percent.



This rise in popularity of voice search has to do with the fact that one in six people now own a "smart" speaker of some kind.

x3

Studies show that voice-related searches are three times more likely to be local-based than text.

4 | Working in a remote world



30%

of employees say that working remotely allows them to accomplish more work in less time every day.



82%

of people who responded to a survey said that working remotely lowered their stress levels.

5 | AI and Small Business

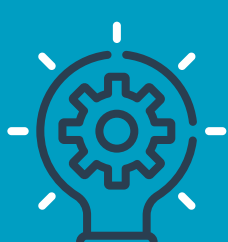


3 ways Small business owners think AI and Automation will help them in the future:



75%

agree it will increase productivity.



69%

agree it will enable greater innovation.



68%

agree it will help form closer relationships with customers.

These are just a few of the many exciting technology trends that are poised to change the way small businesses operate in 2019 and beyond.

If you'd like to find out more information about the potential implications of these technologies, or if you'd just like to discuss the specifics of your own situation with someone in a little more detail, please don't delay - contact Lanrex today.