

Business Technology Program

How-To Guide: How to Leverage Technology In Your Business

Technology can simplify, automate and speed up many of the tasks you do in your business every day. But technology can do more than that. By correctly implementing technology in your business, you can transform technology into one of your company's strengths, enabling your business to be more efficient, more productive and more responsive to customer needs.

Below is a list of some common tasks that the owner and employees of a small business might perform on a daily basis, as well as examples of technology solutions for each. Consider which tasks are part of your business and which solutions might not only streamline your operations, but also create new areas of strength to make your business more competitive.

TASKS - SOLUTIONS

Sales

Lead generation – email newsletter, lead capture on website, SEO, CRM (customer relationship management) software

Customer contact - CRM software, contact management software

Sales presentation – laptop computer, projector, videoconferencing software

Taking orders – ecommerce site, click to call, online chat

Client meetings – videoconferencing services, teleconferencing services

Post-sale followup - CRM software, contact management software

Administration/Management

Staff meetings – videoconferencing services, teleconferencing services

Project management – project management software, accounting software

Time management – project management software, time tracking software

Customer Service

Answering customer emails – automated email responses

Answering customer questions/resolving problems – online chat, click to call, FAQs on website, contact information on website, social media

Scheduling client appointments – online appointment scheduler

Warehousing

Shipping/Order fulfillment – mailing software, online shipping

Receiving – inventory management software

Making deliveries – GPS device



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Marketing/Advertising

Advertising - online advertising

Marketing - social media, viral deal sites, blogs, email newsletter, website, SEO

Promotions - social media, blogs, viral deal sites, review and ratings sites

Public relations – blogs, social media

Market research – social media, Web analytics, online community on website

Accounting

Generating financial reports– Accounting software, dashboards

Budgeting – accounting software, dashboards

Balancing books – Accounting software

Generating invoices – Accounting software, electronic invoicing

Generating checks – Accounting software

Handling payroll – Online payroll service, direct deposit

Receiving payments – Ecommerce shopping cart, mobile credit card acceptance, electronic invoicing, ACH debit

Making bank deposits – Remote check capture

Write down any other tasks you or your employees regularly perform. What technology might help with these tasks?

