

# 20 Ways Technology

# Can Improve Your

# Business Now



Technology can not only mitigate risks, but it can also help businesses grow. Using technology can create greater efficiencies, improve productivity and customer service, market to your target audience, plus streamline your team and financial management.

## Here are 20 ways to use technology in your business:

### Financial management

1. Use an online budget tool to track your cash flow
2. Use accounting software to streamline your businesses finances - invoicing, share digital files with your accountant or bookkeeper and payroll management
3. Collect payments using an online payment gateway

### Productivity

4. Use an integrated job management system to forecast and schedule work, manage contacts and projects, and monitor and approve timesheets
5. Create a digital filing system to save, find and share documents in the cloud
6. Use cloud-based productivity tracking software for back-office business management

### Customer service

7. Set up an online live webchat to discuss customer queries
8. Allow customers to schedule appointments with an online appointment scheduler
9. Set up an online help desk or ticketing system to log and follow up customer issues
10. Use an online survey to seek customer feedback

### Marketing

11. Promote your business with a mobile enabled website
12. Create and update your free Google My Business profile so users can discover your products or services
13. Use social media sites such as Facebook, Instagram, Twitter, and Pinterest
14. Build a database of potential customers and collect emails through an opt-in form and start using the power of email marketing
15. Start a blog related to your business and target audience

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## Mobile working and communications

16. Conduct teleconference calls with your team in different locations
17. Communicate through team messaging
18. Use your smartphone and tablet with select apps that sync with the cloud
19. Use remote desktop applications to access data when you are out of the office
20. Choose a low-cost Voice over Internet Protocol (VoIP) for calls to mobile and landline phones

By using the right suite of technology, businesses can gain efficiencies and unlock insights needed to make decisions that will support them in growing their business.

To help finance your business technology improvements, contact us today to discuss the many finance options available to suit your individual requirements.