

# How can technology help small business

[Technology](#)



Smartness raise the bar with access to the Internet, email and business applications. \* Marketing: Cell phones have become small business necessities for owners and employees. These devices are lifelines for staying In touch when on the road and responding to customer inquiries in a timely manner. Mobile marketing is a relatively new frontier that reaches people through text messaging, advertising on mobile applications and offering branded applications that tie customers into what is happening with the business in a fun and entertaining way. Productivity: Small businesses need to wring every ounce of productivity out of their operations and technology tools help employees get tasks done more quickly. The key is to keep employees focused when using technology and to use it appropriately with the goal of saving time. Sometimes, a phone call may be more efficient and productive than an email. \* Customer service: Technology brings business closer to customers.

Businesses use email to answer questions, offer online chat to help customers that are visiting the business website, and equip call centers with the latest phone equipment that makes customer service agents more efficient. Give customers a choice of ways to contact the company. \* Telecommuting: Many small businesses now offer telecommuting and flex time as benefits. Colleagues can stay in touch from different locations, and when working different hours, by using email, online collaboration tools and mobile computing devices. Teleconferencing: Teleconferencing over the phone is one of the simplest conferencing methods.

Web conferencing can bring together web cams, audio and collaborative online meeting spaces to create an extremely Interactive environment.

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Participants can see each other, work together on documents and recreate the in-person meeting experience no matter where they are in the world. This is one way that small businesses can extend their reach to include global customers and workers. Being a smaller business actually provides a huge advantage when it comes to geography, but to be honest small businesses are faced with a number of challenges.

The combination of new technologies and the innovation small businesses can introduce are creating a time of tremendous opportunity. Technology can help increase business efficiency and even expand operations. How can technology help small business by groomsmen and employees. These devices are lifelines for staying in touch when on the road and responding to customer inquiries in a timely manner. Smartphones raise the bar phones have become small business necessities for owners and employees.