

# Improving employee productivity through technology

## What would you do with an extra hour each day?

The businesses winning in this economy are the ones getting the most productivity from their employees. Technology can make every task simpler and faster to complete – from dialling a phone to storing voice messages in customer files.

Here are 10 tips for using technology to help your SMB work more efficiently, cut costs, improve customer satisfaction and stay ahead of the competition.

1



### Give employees secure, consistent access to key information

**\$30K** revenue growth per year from improved CRM software\*

As an SMB, you have an advantage over larger competitors because you can react quickly to business changes. But how can you maintain this edge? The key is reliable, secure IT tools that allow your employees to quickly access the information they need to keep customers delighted. Deloitte found that every 10% increase in customer relationship management (CRM) software correlates with an average 1% increase in revenue growth or \$30,000 a year for an average SMB.

\*Deloitte, [SMBs in the digital race for the customer](#)

2



### Deliver anytime, anywhere access to employees on the go

**82%** of small businesses use cloud technology to reduce costs\*

To stay productive on the move, your employees must be able to reach the people and information they need – anywhere, anytime. Cloud collaboration tools such as Dropbox, Office365 and Zoho allow them to upload, edit and share documents on any web-enabled device for greater productivity and responsiveness. According to a Microsoft survey, 82% of small businesses reported reduced costs as a result of using cloud technology.

\*Microsoft, [Driving growth together: Small businesses and the cloud](#)

3



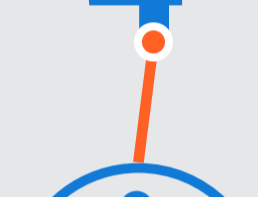
### Create effective, secure business processes with partners

**43%** of cyberattacks target SMBs\*

A 2015 Symantec study found that 43% of cyberattacks target SMBs. Some large companies make efficient, secure processes a prerequisite for doing business with them. Therefore, it's important to develop workflows and policies that protect your business's IT assets. Encrypted data storage and transfer, effective bring-your-own-device (BYOD) policies and user access control can all help protect your assets and build confidence.

\*Symantec, [Attackers Target Both Large and Small Businesses](#)

4



### Make it easy to work together

**\$11K** Poor collaboration costs businesses \$11,000 per employee per year\*

A Mitel study estimated businesses lose an average of \$11,000 per employee per year due to ineffective communication and collaboration. Closer collaboration between employees, partners, suppliers and customers is a proven way to boost efficiency and cut costs. Take advantage of online interactive calendar apps such as Google Calendar and Outlook, and unified communication tools like Skype or WebEx to get everyone on the same page.

\*Mitel, [Businesses Lose an Average of \\$11,000 per Employee Every Year Due to Ineffective Communications and Collaboration](#)

5



### Enable employees to take their phone systems wherever they go

**\$900** Companies lose \$900 per employee per year due to customer service delays\*

A ClickSoftware study found companies lose roughly \$900 per employee every year due to customer service delays. Missed calls mean wasted opportunities and lost revenue, so it's important to never keep your customers waiting. Consider using networked voice and data tools that allow your employees to have one phone number that rings simultaneously on multiple devices, so your customers always reach the right person.

\*ClickSoftware, [What's the Cost of Customer Service Frustration?](#)

6



### Streamline customer communications

**\$62BN** Dissatisfied customers cost businesses \$62BN per year globally\*

According to NewVoiceMedia, poor customer satisfaction costs businesses around US\$62 billion a year. Delivering fast, knowledgeable service is the best way to keep customers satisfied. Linking your phone system to CRM software is a great way to enhance customer communications. It allows you to collect strategic client data, measure performance and effectively manage leads and customers.

\*NewVoiceMedia, [The \\$62 billion customer service scared away](#)

7



### Reduce unproductive travel time

**\$1.3TN** Global spend on business travel in 2016\*

Businesses around the world spent about \$1.3 trillion on global business travel in 2016, according to the Global Business Travel Association (GBTA). Time spent on the road (or in the air) is usually time lost. Technology can reduce the time and expense of travelling to off-site meetings and training sessions. Cloud-based apps and storage, web conferencing tools and VoIP (voice over IP) apps allow employees and teams to stay in touch from any location, reducing the need for expensive business trips.

\*Global Business Travel Association, [Global Business Travel Spend Topped Record-Breaking \\$1.2 Trillion USD in 2015, Will Reach \\$1.6 Trillion by 2020](#)

8



### Employ a managed service provider (MSP)

**6 HOURS P/W** Employees lose six hours per week solving IT problems\*

Non-technical employees who take on IT management responsibilities lose an average six hours of productivity every week, according to a survey by Microsoft. Working with a managed service provider can be an effective way to free your staff to focus on other tasks and utilise their time more effectively. A good MSP can take care of your data backup and recovery, server hosting, IT security, cloud app management, IaaS, virtualisation and more.

\*Microsoft, [Small businesses with 'involuntary' IT managers lose \\$24 billion in productivity annually, according to AMI-Partners study](#)

9



### Improve employee satisfaction

**\$4,129** average business cost-per-hire\*

According to a Society for Human Resource Management (SHRM) study, the average business cost-per-hire is \$4,129 and the average position takes 42 days to fill. Ageing technology can frustrate not just your employees, but your customers too. To help ensure your employees are productive and satisfied, it's important to invest in secure, reliable, fast IT. If there's a big disconnect between your business's technology and the technology employees use in their personal lives, it's probably time for a tech refresh.

\*Society for Human Resource Management, [Average Cost-per-Hire for Companies is \\$4,129, SHRM Survey Finds](#)

10



### Develop a long-term strategic vision

**Intelligent apps, adaptive security, cryptocurrency and virtual reality are the key tech trends set to impact businesses\***

Intelligent apps, adaptive security, cryptocurrency and virtual reality are just four of the 10 top strategic technology trends set to impact businesses, according to Gartner. You can minimise disruptions that come with replacing obsolete IT by mapping out short and long-term business objectives, and working with your IT vendors to deploy technology that matches your goals.

\*Gartner, [Gartner's Top 10 Strategic Technology Trends for 2017](#)