

How Could Business Start Utilizing Digital Technology?

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In brief

Businesses can start utilizing digital technology by adopting tools across four key areas: social media management, productivity tracking, employee management, and remote work coordination.

The internet and related digital technology have become an indispensable part of our everyday life. Whether you want to track your workouts with your smartwatch or play your favorite online game with your friend after a stressful workday, digital technology has conquered every aspect of our fast-paced digital lifestyle. It would be highly accurate to say that we can't operate a day efficiently without it.

However, there are several advantages of employing digital technology in our everyday life. They enable you to save time and track your performance. This article discusses how businesses can use digital technology to boost efficiency while simplifying operations. We share the top advantages of employing digital technology in a commercial setting.

Through this article, we will also introduce you to some of the best apps that will take your productivity to the next level. These apps relate to social media management, employee management, remote work management, and productivity trackers tools. Using these tools can benefit your business immensely and offer you satisfactory results while using less human power.

How can Using Digital Technology Help Your Business?

When you employ digital technology and its related tools for your business operations, you will enjoy the following benefits:

1. Enhanced time management using digital technology results in increased productivity in your office. It can boost your employee performance and efficiency, benefiting your company.
2. Digital management tools equip businesses to track and analyze performance. They can now monitor growth and take the necessary steps to reach their goals.
3. Using digital technology in everyday operations allows companies to collect and manage essential data. Accurate and secure data storage is another advantage of using it.
4. Digital technology also enables you to offer a better customer experience. By boosting the quality of your customer support, you can benefit your business immensely.
5. Improved resource management is another advantage of using digital technology. It offers precise and real-time insights to help you make profitable and intelligent decisions.
6. Digital technology tools allow you to boost your online presence with online marketing. It enables you to attract more customers to your business, increasing your turnover.
7. You can advertise your business effectively using various digital technology variants. It enables you to find the most appropriate ways to attract your target audience.

Now that you have learned the various ways digital technologies can benefit your business, we are sure that you will not hesitate to employ the same for your company. Therefore, we will share the top apps under the most popular categories to save time and make your job easier. Here are the top three tools for social media management, employee and remote work management, and productivity tracking.

Top 3 Tools for Social Media Management

1. Hootsuite

Hootsuite is a leading social media management tool that enables you to integrate and manage your various social media accounts from one dashboard. This platform covers every aspect of online content creation, including scheduling and publishing, to help you receive maximum viewer attention.

2. Sprout Social

Sprout Social is another online tool that helps companies leverage their social media presence to drive their business sales. This social media management tool offers valuable analytics to help businesses derive critical customer data and apply the same to grow your company's turnover.

3. Loomly

Loomly is a social media scheduling, collaboration, and management tool all rolled into one. This platform makes collaborations easy and manageable with its simplified dashboard. In addition, businesses can use Loomly to design, preview, publish, and analyze their social media content.

Top 3 Tools for Productivity Tracking

1. Asana

Asana is a work management tool that enables you to remain productive and organized. This tool allows you to create projects, generate tasks, and communicate with your team. In addition, the Kanban-style lists make it easy for companies to track their employee performance.

2. Trello

Trello is another productivity tracking tool that helps you track your progress. The minimal layout of this platform allows you to create tasks and assign them to your team members. This mobile and web-friendly tool makes it easy for businesses to design new boards and manage them effectively.

3. Calendly

Calendly is a time management and scheduling tool enabling you to manage every minute productively. With this platform, you can create meetings and schedule appointments. In addition, the email notifications remind you of all your obligations without fail so that you are on time every time.

Top 3 Tools for Employee Management

1. Zoho People

Zoho People is an HR management solution that enables businesses to organize their employee information. This tool manages everything from employee attendance to their performance spreadsheets. In addition, companies can use Zoho People to access their employee data for evaluating their performance.

2. Hubstaff

Hubstaff is another workforce management platform that keeps track of employee performance by measuring their productive hours and completed tasks. In addition, this employee managing tool offers payroll management and remote talent finder features, helping businesses leverage the best employee performance.

3. Eddy

Eddy is a complete employee management package offering all the essential services. This tool allows you to hire, track, and manage your employees. In addition to payroll management, the job posting feature makes this an excellent HR management tool for any business.

Top 3 Tools for Remote Work Management

1. Slack

Slack is the ideal tool for remote work teams, offering a secure communication solution. This platform enables businesses to create various channels in the company offering multiple options like text, audio, video, or conference while allowing file sharing using Slack to connect with your remote team.

2. Microsoft Teams

Microsoft Teams is a comprehensive remote work management tool offering extensive features. It allows businesses to create tasks, schedule meetings and events, and communicate with different teams using chat options. In addition, share and receive data without any third-party app using Microsoft Teams.

3. Google Hangouts Meet

Google Hangouts Meet is a remote team communication tool that makes video conferencing easy for your team. It integrates with G-suite allowing employees to integrate their workflow using other Google platforms like Gmail, Google Drive, and Google Calendar. In addition, Google Hangouts Meet enables businesses to create a virtual workspace.

Conclusion

We are sure that this article introduced you to some helpful and efficient tools that will assist you in managing your business more effectively. With the vast presence of digital technology in our lives, it's high time we start using it to boost our business operations and start working more productively.

We have shared the top three apps that will enable you to monitor your social media and remote work management. In addition, we shared three apps to track employee progress and evaluate their performance. Lastly, the three productivity tracker tools will allow you to plan and organize your workflow for smooth and efficient operations. We hope that you start using them today.