



TECHLORE

“Insider Tips to Make Your Business Run Faster, Easier and More Profitable”

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"As a business owner, you don't have time to waste on technical and operational issues. That's where we shine! Call us and put an end to your IT problems finally and forever!"
 -Jim Stackhouse
 NeoLore Networks

How Technology Is Taking Over Job Recruitment

Technology is expanding its roots across all domains of the business world. Similarly, technology is making a massive impact on the hiring process. By integrating an AI-based recruitment tool, recruiters access candidates' profiles and get an easy platform to post job applications. Modern AI technology is growing popular and making recruitment tasks effective and efficient.

You can seek help from Artificial Intelligence technology to find a perfect candidate. Numerous tools are available online for this purpose. This software is perfect for hiring managers and recruiters as it improves their processes. Developers use these AI tools for numerous algorithms, such as Google algorithms, to predict customer searches. Similarly, this artificial intelligence algorithm also helps businesses recruit qualified candidates quickly. Here are some of the ways AI helps in recruitment tasks:

Sourcing Candidates

AI reduces your time to find and recruit a potential candidate. Your recruiters no longer have to browse through LinkedIn profiles, attend career fairs, and post jobs online to find eligible candidates. With artificial intelligence, you can automate these tasks and find candidates while focusing on other tasks.

Screening Applications

Artificial intelligence can sort all the resumes from candidates so you can make a better decision based on qualification and skills. It isn't possible for humans to analyze all the job applications and sort them out accurately and quickly. With AI, you can screen hundreds of resumes and search for the best candidate with relevant past experience and other qualities. This recruiting task reduces the time it takes to review applications. Meanwhile, hiring managers and recruiters can spend their time on other tasks.

Communication

Artificial Intelligence facilitates you with better communication with the candidates. Businesses use Chatbots for customer services a lot. Now you can use the same technology to reach qualified applicants. Moreover, you can gather their information and call them for an interview. Advancement in AI technology also enables you to analyze candidates' personalities. This will help you choose a better candidate.

Candidate Experience

Most candidates don't receive a good response from recruitment teams. Sometimes, they fail to fail to receive a response, once they send the resume and job application. This can create a

negative candidate experience, affecting your business credibility in the market. If you want to hear from the candidate, you can provide a positive experience by automating an AI-based recruitment tool to your business.

Reduce Bias

Other than improving the candidate experience and saving your time, you can use artificial intelligence to reduce bias in the recruitment process. When you use the workforce to hire candidates, there are high chances that the recruitment teams give biased responses. So with AI recruitment tools, you can diversify your teams, neglecting all racial, religious, and gender biases.

In conclusion, business owners are still unsure if they should adopt AI-powered recruitment tools for their business. They are struggling to trust artificial intelligence and consider the workforce better than these advanced technologies. However, it is essential to understand that artificial intelligence is not a competition. Rather, it is a tool to facilitate and streamline arduous tasks. It's time to realize how artificial intelligence is becoming an opportunity for small and medium businesses. That is why developers are focusing more on introducing new and innovative ideas through artificial intelligence. So if you utilize AI to streamline your recruitment process, you end up hiring eligible and skilful employees for your teams.



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Tools that Every Business Should Have

Technological advancement is forcing small and large businesses alike to adopt the latest business growth tools and techniques. As technology makes arduous tasks easier, quick, and straightforward, competition grows more challenging. Apart from staying afloat in the industry, advanced tools tailor business solutions to streamline the business and increase productivity.

You will find numerous business-oriented platforms, tools, and services on the market. These tools make your tasks easy and increase efficiency. In this article, you will find six tools that every business should have. So let's start with the list:

Slack is a communication tool that makes internal and external messaging easy. The tool improves collaboration between employees.

The layout of the platform is similar to that of social media sites, so it keeps your employees attentive and engaged. After implementing the tool in business operations, you can keep conversations organized.

GoCo helps in performing human resource tasks. You can easily integrate this tool to streamline HR activities and processes such as onboarding and hiring. Perfect for small and medium businesses, this tool assists with online benefits management. This tool is ideal for performing and managing payroll tasks. You can keep your organization up-to-date by installing this latest tool in your human resource department.

Hootsuite is a popular tool in the marketing world. This tool helps with social media management and automating your posts and

campaigns. You can easily schedule and update social media campaigns on Facebook, LinkedIn, Twitter, Google+, WordPress, Instagram, and others using a single dashboard.

MailChimp enables you to send and receive thousands of emails at a time. This email marketing tool is essential for newsletters and mailing lists. You can also automate an email campaign and generate leads. It's easy to integrate MailChimp with your eCommerce platform.

Xero is becoming a popular tool due to its cloud-based interface, making it efficient and organized. You can smoothly perform numerous transactions for bookkeeping and accounting. This tool increases business productivity with user-friendly and straightforward transactions to

record your entries. You can purchase the software by choosing one of the three-tier options. Apart from that, you can easily integrate this tool with numerous software and programs.

GSuite is a cloud-based platform that offers unlimited storage for business documents, files, and other data. Your marketing teams can use this tool to share, store, and receive high-resolution media files, photos, and videos. GSuite offers improved collaboration within your team. Furthermore, you do not have to worry about data security as this platform stores data on the cloud and brings scalability, mobility, flexibility, and growth to the business.

Simple Tips to Increase your Social Media Engagement

In this competitive market, amidst technological advancement, businesses find it difficult to generate engagement on their social media pages. If you have low engagement rates, it means that people are unaware of your brand. Social media engagement is more than communicating with a single customer. Rather, you need to build a prolonged relationship with your target audience.

For instance, if you know someone personally, you may have developed trust over a long period. Social media works in the same way. You need to connect with the audience and signify your existence in the market. Here are some simple tips that you can follow and increase your social media engagement:

- Analyze your current engagement
- Select a strategy that you find effective
- Know your target audience

- Create your valuable content and share it with the audience
- Stay relevant and topical
- Maintain the conversation flow
- Show the audience that they are interacting with humans
- Maintain the response time while replying
- Schedule the posts and communicate through an effective tool

When running a business, you cannot just sit back and cross your fingers, hoping for more engagement. You need to communicate with the followers and provide interesting and relevant content. Here are a few common tips that you can follow, but there are many more. Once you start off with these, you start a journey towards consistent and fruitful engagement with the audience.

What is a NFT?

NFT stands for non-fungible tokens. They are the latest cryptocurrency that has exploded to the mainstream. After digital artist Beeple sold his NFT at Christie's auction house for \$69.3 million, NFTs got thrust to the mainstage of people's attentions.

So what is a NFT? Basically you can transform anything digital into a one of a kind collectible that can be easily verified and traded in a blockchain. A good example would be if you had one bitcoin and traded it for another bitcoin, you would still have the same thing. NFTs are totally unique and one of a kind, two will never be the same. Some examples of big NFT sales have been Jack Dorsey's first tweet going for more than 2.5 million and the original Nyan Cat gif went for over \$600,000.

Want to check out what NFTs are for sale, the most commonly used marketplaces for them are Mintable, Nifty Gateway, OpenSea and Rarible.

Setting up Facebook Business Chatbot

Step 1: Connect your Facebook account to the Chatbot builder, such as Chatfuel.

Step 2: Connect the Facebook business page.

Step 3: Go through the in-app tutorial.

Step 4: Create a greeting message and default answers to FAQs.

Step 5: Set up the navigation on your platform.

Step 6: Link the conversation navigation with the main navigation.

Step 7: Add your Chatbot dialog.

Step 8: Launch the Chatbot

Improve the Conversion rate of your E-commerce Website

If you want to drive more people to your eCommerce website through paid ads, content marketing, affiliates, you miss an opportunity if they leave without purchasing.

This highlights the importance of optimizing your website to increase sales engagement. When a visitor takes action on your website, it falls under an eCommerce conversion. In this article, we will discuss how you can increase the conversion rate on your website:

- Design an attractive and engaging website.
- Create simple and easy navigation
- Personalize your platform
- Utilize social media eCommerce tools
- Offer different discount options
- Implement cross-sells, upsells, and downsells
- Allow guest checkout
- Offer multiple delivery and payment options

Take the NeoLore Cyber Security Survey

Has your company done a Cyber Security Maturity Assessment within the last year? Do you have an IT security policy in place? Do you know if you've been hacked or are leaking data?

If your answer was "no" or "I'm not sure" to any of those questions, your company may be at risk for a devastating cyberattack.

Get the NeoLore Networks Cyber Security eBook for Free!

It Features

- Information on the various threats to your business
- NIST Security Framework
- CIS Controls
- Basic Controls

And More!

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