



# TECHLORE

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

## INSIDE THIS ISSUE:

How AI is being Used In Business	Page 1	Tip of the Month	Page 2
Gadget of the Month	Page 1	How to Integrate Technology into Your Business?	Page 2
How to Engage Employees and Boost Productivity	Page 2	Call to Action	Page 2
How to Choose the Right Cybersecurity Tool?	Page 2		



"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!"  
-Ruben Diaz  
NeoLore Networks

## How AI is being Used In Business

AI is one of the fastest-growing and most popular technologies embraced worldwide. Businesses can use AI to acquire customers, market products, and even create better employee experiences.

Your business can boost its performance and productivity using AI and machine learning. Here are several standout benefits of AI:

- Increases efficiency through process automation and actionable data
- Improves decision-making by providing valuable customer insights
- Enhances the speed and consistency of service
- Uncover new opportunities for product and service diversification

Artificial intelligence can fit within any business strategy, given you understand how data collection and analysis facilitates AI.

### How Do Businesses Use Artificial Intelligence?

Many industries, from marketing and banking to healthcare and education, are incorporating AI into their business models. Let's discuss in-depth how artificial intelligence helps businesses grow:

#### Personalization

Artificial intelligence allows you to enhance the customer experience with personalization. With

AI-powered sentiment analysis, you can monitor and analyze people's emotions and opinions via text.

Using sentiment analysis allows businesses to analyze massive amounts of customer data expressed in opinions and feedback on web pages, reviews, forums, and comments. Thanks to AI technology, retailers and social media marketers can understand customers' feelings and make appropriate product recommendations.

Moreover, it helps you track your brand perception, respond to customers at scale, and detect emerging trends. Ultimately, it boosts your customer service.

#### Research and Development

Anyone involved in research and development will tell you that AI is a mainstay in their office. You can increase efficiency and mitigate error risks with artificial intelligence and machine learning.

What's more? AI eases collecting and analyzing vast amounts of data accurately and quickly to offer a deeper understanding of an industry.

You can find your desired business outcomes and solve impossible problems with AI. It can also lead to discoveries and ways to improve products and services to

accomplish tasks. Thus, regarding productivity and effectiveness, AI is the perfect solution for R&D activities.

#### IT Operations

As AI revolutionizes, many organizations are implementing AI internally. Organizations worldwide use machine learning and data science to solve IT operation issues.

IT teams can now automate routine processes to save time and ensure accuracy. In addition, employees can take proactive measures to resolve issues and increase productivity.

#### Sales and Marketing

To improve operational efficiency while enhancing the customer

experience, expert marketers and retailers are now rethinking the relationship between humans and technology. With AI, marketers and salespeople can increase leads, reduce costs, and improve retention rates.

In addition, businesses can get deep insights into their target market and utilize intelligent algorithms to increase conversions.

#### Future of AI: How Will It Transform Businesses?

Many researchers and experts agree that AI will further automate many mundane tasks to improve efficiency and productivity. Some also believe that artificial intelligence will contribute to increased job openings!



## Anker 622 PopSocket

This version of Anker's 622 magnetic battery pack has been created in collaboration with PopSockets, so it will charge your iPhone and improve its handling. The accessory is compatible with all MagSafe-equipped iPhone models and their protective

The accessory's PopSocket grip doubles as a foldable viewing stand. Its 5,000 mAh battery pack can significantly extend the time between charging sessions of any iPhone. Get yours at [www.anker.com](http://www.anker.com)

# How to Engage Employees and Boost Productivity

## Cultivate a “Want To” Environment

Here’s the truth: no one puts forth their best when they “have to” do something. Your employees cannot perform well in a stressful, tense environment. So, focus on creating a “want to” environment to empower your workforce and allow them to feel free in what they can achieve.

While cultivating a “want to” environment, you’ll have to provide employees the freedom to succeed or fail. Instead of micromanaging them, offer them room to explore and enhance their creativity.

## Celebrate Achievements

Value your employees by making it a point to celebrate achievements. Regardless of team milestones or

individual wins, celebrations make your workforce feel appreciated and motivate them to tackle new tasks.

Besides, celebrations don’t have to be massive; you can create an email mentioning individual members’ contributions or send a small gift to offer them a boost of recognition for their hard work.

## Encourage Personal Projects

Google is well-known for its 20% time policy, which encourages employees to spend one day weekly working on personal projects. In actuality, Google had to reverse the procedure. However, everyone remembers its core principle—letting individuals pursue their passions.

Innovative companies increase employee engagement by allowing

workers to relate their job to their interests. Allow staff members to work on their own tasks by themselves or with other team members. It can boost creativity and keep you going for the whole week.

## Develop Their Strengths to Improve Work Performance

A great strategy to improve employee work performance is to provide your employees the freedom to realize their full potential. Consider them more thoroughly than they consider themselves. Tell them and do things that will help them reach their full potential.

Give them chances to hone their talents and discover new abilities. Permit them to take on leadership responsibilities for initiatives. Give them new tasks, difficulties to

overcome, and the freedom to make mistakes. It inspires people to be authentic and showcase their abilities and talents.

## Establish Communication Channels

Everybody wants to feel understood. Encourage your staff members to provide you with feedback in a constructive manner to show them that you are paying attention. Make sure to let your staff know when and how they may share their opinions with you, whether you host weekly group sessions or regular office hours.

Above all, make sure you take action in response to the criticism. If not, your staff won’t bother to tell you about it anymore.

# How to Choose the Right Cybersecurity Tool for your Business?

When picking a cybersecurity partner, the cybersecurity world can appear congested. The following advice will enable you to choose a cybersecurity service with confidence.

## Think About Your Future Growth Plans

Consider your plans for business expansion when selecting a data security solution. Without severely affecting your resources, a scalable solution may expand your business. Before deciding on a single corporate security solution, consider your long-term and short-term growth goals and how they can affect your cybersecurity requirements.

## Get the Best Technical Assistance

You could experience cyberattacks, financial losses, and reputational

harm if the supplier is slow to respond or lacks technical or people skills. Start by seeking 24-hour local assistance.

## Do not forget to Market

No matter which business you select to serve as your cybersecurity supplier, you will still need to cultivate leads and interact with clients. You’ll have an advantage over the competition if you can locate a group dedicated to supporting you.



# Best Tech Practices for Your Business

**Choose the best technology.** When replacing your technology, you’ll probably spend a significant amount of money, so read all evaluations and gather as much information as possible. Try to find a new technology that will expand your company while making this decision.

**Talk to your peers.** Consult your network of experienced small business owners if you’re exploring a new technological solution for your enterprise. They can provide insightful advice on what has and hasn’t worked for their teams.

**Try free trials.** Many suppliers provide free trials of their products that your company can check out for a few weeks in addition to demos. As soon as you choose a product that appears like a good fit, find out if the business offers free trials.

# Ways to Prevent Cyber Attacks

- A longer password is more secure when choosing one. A secure password has at least twelve characters and is challenging to crack.
- Utilize Secure WiFi – Most wireless networks, including wireless access points, come pre-configured with system configuration passwords. Your network will be more secure if you only permit authorized users to access it.
- Although it may sound a little severe, always keep an eye out for phony emails and corrupted websites (spam and phishing). Your information is at risk when you interact with them, and you risk downloading malware.
- Avoid opening emails from random email addresses. Delete them when dealing with unexpected email attachments rather than clicking on dangerous links.

# How to Integrate Technology into Your Business?

The modern era has a slight competitive edge as well. Utilizing technology as a form of assistance to improve your company prospects and talents can be a terrific method to succeed in this competitive era. Here’s how to improve business with technology.

Communicating with individuals by sending newsletters and targeted emails to the intended clients might help one’s business expand over time.

Maintain a presence online. Additionally, it enables businesses to communicate with current clients while expanding their audience.

Businesses can use technology to prevent hackers from stealing the author’s original work.

Social media post automation helps maintain consistency in the area of digital marketing.

Companies can automate repetitive tasks using technology.

# 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!

<https://neolore.com/cybersecurity>