



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

Wireless Conference Rooms - An Effective Communication Tool for Businesses

Businesses use conference rooms to gather and communicate challenges and share new ideas. If these rooms are not properly organized, they tend to negatively influence productivity. A bad meeting environment results in bad preparation and poor organization. If you face these problems in the work environment, you can transform your conference room with technology.

Businesses use plug-and-play devices when they join meeting rooms. Usually, they bring their laptops, choose the appropriate location to sit and connect their device with the projector. The entire process takes a huge amount of time. In this post, you will find the benefits of upgrading to wireless conference rooms. Before that, let's understand what a wireless conference room means.

What is the Wireless Conference Room?

As the name suggests, wireless conference rooms wirelessly connect your devices such as smartphones and laptops without plugging. This means that you can connect your mobile device with a projector without a cable connection.

Here are some benefits of wireless conference rooms:

Eliminate Cables from the Room

If your presentation starts with the hunt for HDMI cable, then wireless conference rooms would be an optimal option. Even if you find the cable, you have to leave your chair and move near the projector because the wires are not long enough. This could be a waste of time.

However, a wireless presentation system eliminates the need for cables in the room. Simply stay wherever you are sitting right now in the conference room and connect your device with the screen. As a result, you can save significant time and effort.

Work on Your Favorite Device

Sometimes you have to transfer your files from a mobile device to a laptop for the presentation. Since smartphones cannot connect with many projectors, you need to take additional steps to make things work.

However, when you have a wireless conference room, you can connect any device with the projector. A true cross-platform meeting room will work with any wireless display protocols such as Google Cast, AirPlay Screen

Mirroring, and Miracast. Furthermore, every team member can connect their devices with the screen.

Communicate with Clarity

The Decision-making process requires data insights. It takes a huge amount of time when you gather data from different devices. This reduces productivity and slows down the meeting. On the other hand, wireless conference rooms have screens that can connect multiple devices.

As a result, more than one team member can share their insights with the team. With the help of a split-screen feature, you can show multiple screens side by side. This

would be the major advantage of wireless conference rooms.

Encourage Collaboration

Workplace productivity is important and it is possible through advanced tools integration such as Slack, Google Drive, and DropBox. These cloud-based tools improve collaboration and keep the team on the same page.

When team members connect with the wireless display receiver they can use cloud tools at the same time. This enables the team to share and receive files and notes in real-time. As a result, every team member is on the same page.



AnkerWork B600 Video Bar

The AnkerWork B600 Video Bar is a videoconferencing tool that integrates a light, speaker, microphone, and webcam, all in one device. It is equipped with a 2K camera sensor with a maximum capture rate of 30

frames per second. The Video Bar comes with nifty features such as autofocus, field-of-view adjustment, image enhancement, along with AI-powered zoom. It also has an array of microphones.

How Does AI Offer Personalized Customer Experience?

Today, every business realizes that the road to success is through quality customer experience. That's why small and large businesses are integrating Artificial Intelligence tools to streamline the customer experience. AI tools offer convenient and intelligent solutions to improve the customer journey. These tools enable to automate campaigns and processes as well as insights. The notable benefit of AI is the ability to analyze and process a tremendous amount of data. This data helps businesses to understand their customer's emotions and behaviors. Here are some ways AI tools offer personalized customer experience:

Streamlines Communication

AI-powered chatbots simplify customer interactions by

answering common questions. These bots respond to frequently asked questions. When customers receive an instant solution to their problems, they can take action such as purchasing products or services.

Many customers hesitate to communicate with human agents. They prefer virtual assistance to find products, track orders, or learn about return policies. The AI bots find solutions and share information with the customers, saving a significant amount of time.

Offers 24/7 Support

Chatbots provide 24/7 customer support without delays. These bots will support your business and offers a fast response rate. Furthermore, AI tools will analyze customers' previous orders and

history before responding. A high-quality chatbot tool can respond in 48 seconds for live chat.

Gathers Insights

Artificial Intelligence is more than a pre-recorded machine that you can integrate with your business. Instead, it is a powerful tool that offers a wide range of benefits. The advantages of AI tools range from delivering accurate insights to improving over time. Furthermore, these tools learn from collected data and improve performance.

AI chatbots don't answer yes and no questions. But, it communicates with the customers and transfers connections with the relevant agent. They collect valuable customers' data and help businesses improve customer service.

Delivers Proactive Support

The notable benefit of AI tools is their ability to improve customer service. As a result, you can provide proactive support. When customers contact customer support to solve a problem, they won't wait long for the availability of the agent. Instead, they will get angry and develop a negative perspective about your business.

However, AI identifies the problem, instantly reaches out to customers, and offers a satisfactory solution. Since the entire process works through an algorithm, the tool solves problems in real-time.

Also, when deliveries are late due to unconditional issues such as bad weather, AI will interact with the customers and notify them about the delay.

Benefits of Cloud Team Management in 2022

Cloud management is the exercise to control hybrid, private and public cloud infrastructure services and resources. A well-designed infrastructure helps management to create effective strategies and control scalable and dynamic computing environments. Some benefits of cloud team management are:

- It resolves mismanaged and unprotected devices, solving a wide range of security issues
- On-demand access support for major problems
- More integration options, which means more flexibility
- Dedicated services for data backup that instantly respond during downtime
- Increased demand and business growth with slow rollouts and limited space
- Prevent downtime by increasing data security

- Heavy computation cycles with fewer resources
- Improve employee's efficiency and focus

Organizations choose cloud management platforms for cloud team management and provide a common view to the entire team. Management platforms educate employees involved in the application lifecycle. Regular audits offer transparency and accountability.

Furthermore, third-party integration improves infrastructure, reduces costs, and enhances employees' performance. Managers can generate insights and make decisions to boost team performance.



Improve Data Management with Blockchain

Like robotic process automation, artificial intelligence, and cloud computing, blockchain is challenging traditional methods and transforming business operations. Here are five benefits:

- Blockchain technology prevents data breaches by improving levels of security.
- Before a block stores data, it analyzes and cross-checks the data quality. This works as an extra layer of verification.
- The location, history, and application of the data are traceable with blockchain.
- You can run data analysis in real-time.
- Blockchain is a decentralized system that makes data sharing and storage easier.

Automate Email Marketing Campaign

Email automation enables you to reach the right audience with minimum effort and time. When you plan your campaign and start the automation, your targeted audience will receive emails on a selected time and date. Here are some steps to automate an email marketing campaign:

- Choose an email automation tool
- Identify your target audience and create segments
- Determine your email marketing campaign's goal
- Define enrollment criteria and set triggers
- Plan your workflow
- Arrange email campaign assets
- Run a test
- Monitor your progress

What is Intent Intelligence?

Intent data or intent intelligence is a sales intelligence strategy to find potential customers. This technology identifies the accounts or leads that are searching for a topic on third-party sites. Intent Intelligence browses through the internet to collect data on a particular topic. It collects data of the account that recently searched for a product or topic.

Today, customers do their online research before purchasing a product or service. This helps them narrow down their options before contacting the brand. On the other

hand, when that customer searches for a product on the internet, you will receive their information. That way you can share the best product options based on their search. Here are some benefits of Intent Intelligence:

- Better security
- Reduction in manual tasks
- Reduce compliance risks
- Optimized analytics
- Faster troubleshooting and resolution
- Rapid goal implementation

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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