



# 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

## Digital Customer Support: Benefits and Features

Customer support is an integral part of the business world, and all organizations require it to connect with their potential and existing customers. Every business is trying to incorporate digitalization in various departments, including customer support.

### Benefits of Digital Customer Support

Businesses that provide digital customer support use various digital communication channels to reach their customers. A few of those channels include social media, artificial intelligence, automation solutions, emails, and video conferencing.

Although there are a lot of other ways businesses can connect with their customers, those are the most popular ones. Companies use a blend of technology to provide digital customer support, including chatbots, automatic email/text alerts, and more, to leave the customer satisfied at day end.

You can use those technologies and digital channels to provide high-quality customer support to your target audience. Check out how successful and effective digital customer support channels benefit both your business and customers:

- Customer support agents get automation tools, relevant data, and cutting-edge solutions they need to solve consumer inquiries
- Digital customer support targets the most critical pain points in the customer journey
- It also provides excellent employee experience and relevant solutions to solve pain points in the customer journey while ensuring high customer satisfaction
- Streamlines call center operations
- Frees up professionals in the customer support department thanks to automation tools and advanced software applications
- Individual customer request time per customer support agent decreases
- Improvement in conversion rates using multi-channel support to connect with customers

A business using multiple channels can enrich and add value to the digital customer experience. Also, digital customer support familiarizes a company with the latest tech. Now, let's talk about the most prominent features of adequate digital customer support.

### Features of Digital Customer Support

Through digital solutions and technological support, businesses can provide better customer service leading to an overall improvement in the company's

service operations. That could ultimately motivate and satisfy the customers resulting in loyal customer growth. Here're a few features that make it possible:

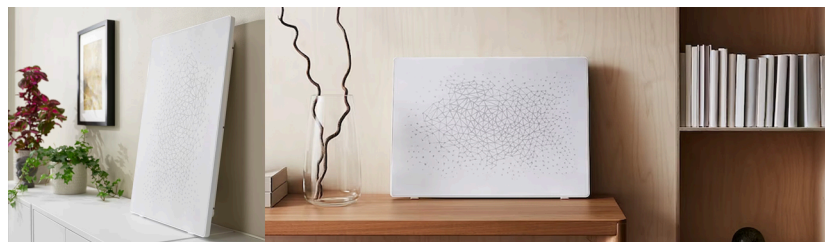
- Omni-channel support for all customers
- Automation tools, including chatbots and Interactive Voice Response (IVR)
- Live video chats and conferences to give real-time solutions
- Intelligent routing to the nearest and dedicated customer support agent
- Automated phone calling tools

### Can Digital Customer Support Lead to Higher Customer Satisfaction?

Digital customer support can lead to higher customer satisfaction in

a business. Here's how:

- Efficient and more controllable customer support operations over digital channels
- Greater convenience and real-time solutions for customers
- Instant communication between customers and customer support agents
- Precise details over customer journey pain points
- Comprehensive analysis and reports on digital customer experience
- Time-saving for both customers and support agents



## SYMFONISK

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WiFi without interruptions from phone calls or notifications. The music keeps playing even when your phone or tablet is not around. Get yours at <https://www.ikea.com/>

## Common Content Management Software Mistakes

If you've heard about one of the most popular online tools "WordPress" before, you may already know what content management software is. In plain words, content management software or CMS allows users to publish digital content. Here are some common CMS mistakes that are being made.

### Ignoring the Specialization of a CMS

Just like WordPress is preferred for creating an online website and publishing digital content over it, a lot of businesses and individual businesspersons opt for Shopify if they want an e-store on the web. There are specific differences in the purposes that each CMS serves. Many users end up choosing the wrong CMS to reach

their goal, which costs them both time and money.

### Overlooking Business Needs, Requirements, and Objectives

Commonly, a lot of businesses and even individuals don't consider the needs and requirements of the company, brand, or organization when choosing a CMS. They choose content management software based on online ratings and market reviews. What's even worse is that sometimes, users only look at CMS from an IT perspective, i.e., completely ignoring what they aim to accomplish with it.

### Not Using Free Extensions and Tools

It is one of the oldest, most common, and demeaning

mistakes made by users when it comes to Content Management Software. Users get jammed up in a large pile of unnecessary and sophisticated themes and extensions. Or, they completely overlook the importance of using extensions, third-party tools, and features that leads to poor-quality digital content creation and publication.

### Hiring External Talent/Ignoring In-House Talent

Many businesses skim past the essential processes rather than training the in-house talent, such as the marketing, operations, and sales teams. What do they do? Well, such businesses prefer hiring professionals and experts outside the company. Although that saves most businesses employee training costs, it's still

disadvantageous! The workforce doesn't learn CMS or how to use it effectively if the outsourced professionals suddenly leave.

### Slow Loading Webpages/ Large Files in Digital Content

You will often hear this issue arise when businesses use a CMS for the first time. You may know that site-loading speed is crucial to a high-quality digital experience. Adding images and videos to digital content reduces the loading speed of web pages but is vital for user engagement. It is where most businesses experience a bottleneck and let the CMS handle it for them. You should know that it's a mistake and that no CMS helps you with that automatically. You must manually address the file sizes you upload in your digital content using the CMS.

## Improvement Ideas to Conduct Effective Competitor Analysis

The business landscape in every industry is highly competitive. You have to compete with a lot of other businesses and satisfy your customers with high-quality solutions to succeed. To do that, you will find various methods, including competitor analysis. Competitor analysis is like killing two birds with a single stone.

Competitor analysis helps you learn about your competitors and the strategies that attract customers to them. Consequently, that enables you to perform even better as you already know your competitor's strategies and techniques.

- Identify your competitors correctly (i.e., direct competitors that provide a direct substitute for your product/service and indirect competitors that could eliminate the need for your product/service).

- Always research your competitor's products/services that are similar to yours.
- Assess their marketing campaigns to unveil the used strategies, techniques, and ideas to improve yours.
- Learn the right time to conduct a competitor's analysis, such as when your competitor is launching a new product/service, marketing campaign, and so on.
- Include your competitor's digital content and engagement rate with the target audience.
- Compile and analyze the results using useful tools/software applications to generate comprehensible reports.

## Employee Onboarding Ideas

**Create a Team:** Find the most suitable workplace partner for your new hire to familiarize them with the workplace and duties.

**Appreciate Them:** Make sure you treat them, include them in the business photo, and welcome them wholeheartedly.

**Invite them to Events:** Invite your new hire to any business events, outings, or social events within most of the workplace.

**Encourage their Feedback:** Don't keep visiting your new hire's cubicle; instead, encourage them to use a communication channel to send their feedback about the workplace.

**Send Daily Checklists:** Keep them informed and aware of their duties by sending a simplified daily checklist of their main tasks.

## 5 Tips to Build a CRM Strategy

Building a CRM strategy isn't an everyday task for a business; it often requires considerable time and money. So, here are a few most commonly overlooked tips to help you devise an effective CRM strategy:

1. Discuss your goals with the marketing, operations, and sales team (do you want higher lead conversion, customer satisfaction, or customer retention?)
2. Target a specific audience and group your customers with clear demographic factors
3. Map a "customer journey" to realize customers' pain points in every customer group
4. Invest in CRM tools and software to collect more data on consumers (with privacy rights)
5. Evaluate your marketing campaigns (and results) and products/services

## Ways to Instantly Improve Employee-Management Communication

**Set Meetings:** You shouldn't host meetings only when significant issues arise or many minor problems pile up. Set weekly meetings to let the workplace communicate with each other.

**Encourage the "Dreamers":** Some employees usually feel shy and reluctant in meetings. Try encouraging them through easy and simple questions.

**Send Newsletters and Memos:** Send daily memos and newsletters. Make sure you ask for every employee's feedback.

**Conduct One-on-One Sessions:** Let your supervisors or managers conduct one-on-one sessions with the employees in their domain. That way, all departments will have well-communicated employees.

**Use a Multi-Channel Approach:** Don't use emails, daily memos, or weekly meetings only. Use Skype, Zoom, and similar tools.

## 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!