



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

Why Cyber Hackers Want Your Business Data

Cybersecurity breaches are happening all the time, with big businesses and organizations falling victim to cybercrime despite having huge security budgets. Small and medium-sized businesses are just as vulnerable, if not more so. Small businesses don't always have the budget or security plan to adequately protect themselves, making them easy targets.

But what do hackers really want when they steal your data? The goals and motives of hackers are wide and varied and will depend on the type of cyber attack they're carrying out.

Types of Cybercrime

Ransomware attacks. Using malware, hackers can gain control of your computer system, holding your data hostage. With this type of cyber attack, it's not your data that hackers want, but rather the money that you're willing to pay to get your data back.

Exploitation of data. Other hackers use cybercrime to gain unauthorized entry to your computer system so they can access your data. The data they steal is then used to steal even more information from your customers who are affected.

DDoS attacks. A common cyber-attack is a Distributed Denial of Service (DDoS), where hackers break into computer systems to

steal, destroy or modify data. They may also make the network unusable for those who have authorized access to the system.

Hacking to steal infrastructure. Hackers will launch an attack against your infrastructure so they can use your computing resources without having to pay for them.

Phishing. Phishing is becoming more common. This type of cyber crime happens when you or your employees receive an email that looks as though it's legitimate. Hackers will try to imitate a well known organization or company, such as a bank. Cyber criminals are counting on you to read the email and then provide both banking and personal information. They can then use this information to access bank accounts for monetary gain.

Protecting Your Business From a Security Breach

Many businesses think that cyber-attacks won't happen to them. Think again. If you take payment for your products or services, you'll have your customer's payment information in your data files. And this means that you're a prime target for hackers.

Here are some of the ways to protect your business information:

Beware of internal security threats. Many security breaches

are the cause of an internal threat rather than cybercriminals. These threats can come from malicious employees or from employees who have no idea that they're exposing your business to vulnerabilities.

Strong password policies. Many cyber attacks happen due to passwords that are much too easy to hack. Your business, even if you have just a few employees, needs to have a complex password policy. While this may not stop all cyber attacks, it can make it harder for cybercriminals to break into your computer system. Passwords should be changed once a month, contain a combination of symbols, numbers, at least 8 characters, and both upper and lowercase letters.

Use updated technology. Your business needs to have the right technology in place to protect your computer system. This includes:

- Firewalls
- Two-factor authentication for passwords.
- Cyber protection software that searches for malware and viruses.
- Best practices for immediately applying security patches and updates to the software you're using.

Understanding how cyber hackers steal data, and why they want this data, is your first step in increasing your cybersecurity. Keeping your business data safe means implementing security policies and investing in the tools and practices mentioned here.



Google Stadia

Stadia is a cloud gaming service operated by Google. It is capable of streaming video games up to 4K resolution at 60 frames per second with support for high-dynamic-range, to players via the company's numerous data centers across the globe.

It will be accessible through the desktop Google Chrome web browser, on smartphones, smart televisions and tablets, or through Chromecast. Check it out in the Google Store, <https://store.google.com>

Tips For Providing Great Customer Service

For most businesses, customers are the core of what you do. And providing these customers with excellent customer service, no matter what product or service you're selling, is going to build trusting relationships and gain you, loyal customers.

Here are the top ways to provide great customer service:

Understand your customers. Positive customer experience begins with understanding what your customers are saying. Informal reviews and feedback are one way to know who your customers are. You need to understand what they're saying. Take the time to put yourself in their place.

Ask what customers are thinking. Use surveys to gain insight into what people really

have to say about your business. Don't rely only on reviews for this information. Include questions about your prices. Are they just right or too high? Would they recommend you to friends and family? And collect feedback on products and services.

Act on customer feedback. Once you know what your customers are thinking, be prepared to make changes. It's going to take commitment and time to turn the feedback you collect into worthwhile changes. For this reason, focus on changes that have the most impact on creating customer satisfaction.

Train your front-line employees. They represent the brand that you're presenting to your customers. Having a positive and personal experience with these front-line employees is going



to drive up your customer satisfaction rating. Train your employees on the importance of interacting with customers with expert knowledge of the product and services you're selling and as well as how to use effective communication skills.

Focus on consistency. Building loyal customers takes time and requires that customers have confidence in your brand. They need to know that you'll deliver what you promise each and every time. It's this consistency that's going to make you stand out from your competition.

Final words.

Customers have higher expectations than ever before. With social media being in such high use, word of mouth about your business moves fast, so your customer service strategy needs to include all levels of the customer experience, all the way from first contact to invoicing to building a trusting relationship. Use the tips here to provide your customers with high quality service and acquire happy, loyal customers that love doing business with you.

Using 'Google My Business' To Grow Your Company

With almost everyone using their smartphones, your customers are going to look for your products and services online. One of the best cost effective ways to make sure they find you is by using Google My Business, which is a free tool that lets your business connect with new customers.

By creating a profile, your business will show up on the results page when people search for your product or service in their local area.

You'll be able to display relevant information such as your phone number, location, your hours of business, and your website. You'll also be able to add pictures to your profile that highlight your products and the interior of your business.

Setting up GMB is easy – just go to Google My Business and click on "Sign In." Add your business name, let people know where to find you, and then add other information about your business.

The more details you add, the more trustworthy you'll appear in the search results.

It's that simple. Once you've built your profile, Google will require verification that your business is what you claim it to be. You can initiate verification by email, phone, or postcard. Then you're on your way to optimizing your Google My Business profile by writing posts, answering customer questions, and updating your product or service information.



Top Benefits of Work Flow Software

When you first start your business and you're in the startup phase with one or two employees, it's simple to manage tasks such as dealing with customers, ordering, invoicing, and scheduling employees. But as your business grows and you hire more employees, the workflow of tasks increases. Work Flow management software can provide you with a centralized tool for structuring the tasks that are key to your business. Here are the top takeaways of using workflow software:

- Speed up and streamline business procedures by minimizing manual entry.
- Increased internal communication.
- Increased productivity with employees completing tasks with less management involvement.
- Assign and schedule tasks to specific groups of employees.

Save Time With Windows 10 Voice Dictation Tools

Get things done faster by using Windows 10 dictation to convert the words you speak into text. There's no need to install or download any apps or software – Windows 10 comes with this handy feature.

Set up your microphone and voice recognition. Then select any text field and press the Windows logo + H key. This opens the dictation tool box, allowing you to talk and begin dictating. Speak Windows dictation commands out loud to get specific results, such as saying "at symbol" to insert the "@", or "question mark" to insert the "?".

When done dictating, just say "stop dictation" ...and you're done!

Windows 7 End of Life is Coming, are you Prepared?

The countdown is on. As of January 14th, 2020, Microsoft will no longer be providing support or patches for the following software platforms: Windows 7, Office 2010, Exchange 2010, Windows Server 2008/R2 and Small Business Server 2011.



The Top 10 Ways Hackers Get Around Your Firewall And Anti-Virus To Rob You Blind

Cybercrime is at an all-time high, and hackers are setting their sights on small and medium businesses who are easy prey. Don't be their next victim! This report reveals the most common ways that hackers get in and how to protect yourself today.

In this report, we cover: The #1 threat to your business that even the BEST firewalls and anti-virus software can't protect against, a common misconception about employee devices on your office network and exactly what you need to do now to shut this down immediately, and more!

<https://neolore.com/10hackers>