Ribb"IT" Review

Tech Literacy: The Essential Skill for Small Business Owners

Tech literacy isn't what it used to be with the constant evolution of online programs, portable devices, and software tools. That means incorporating technology into your small business is no longer solely about typing up documents on Microsoft Word, keeping inventory with Excel spreadsheets, or sending emails. If this is still your style, we'll explain why conducting a digital transformation is key.

What Is Digital Literacy?

Tech or digital literacy is the ability of a business owner and all employees to use computers or phones to access the Internet for various reasons. That includes using technology for everything, from creating and sharing information to managing your company's online identity and digital safety.

However, a business's technology literacy level is only as good as its modernity. So, company owners should always stay aware of recent trends and updates that change or enhance how they use their systems and run their businesses. Below, we'll explain why being proactive about literacy levels improves the efficiency and growth of SMBs.

Buy Those Christmas Gifts!

Merry Christmas

This monthly publication provided courtesy of:
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Owner of Frogworks

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Streamlining Business Processes with the Right Digital Tools

Every business has certain processes that prove redundant and tedious, taking up an employee's valuable time. With tech literacy and the right digital tools like business process automation, smart technology like AIs conduct task automation while eliminating human error and the need for employee interference.

For example, automated chat boxes assist customers with common questions and light tasks like returns and refunds, so customers receive help instantly. Live representatives have more time for intricate issues like customer complaints or tech support. Similarly, small business owners can trust this system with inventory management, invoicing, sales processing, and more.

Managing Employees and Customers

Business owners use automation for many employee processes, such as task distribution (where a system divides assignments and projects for employees based on their current workload) and employee onboarding (where a platform trains new recruits and gets them up to speed). Partnering this with employee monitoring software lets owners track worker activity and progress in real-time.

However, it's not just employees that need tracking. Company owners use analytics tools like customer relationship management to track customer patterns (such as browsing and search histories) to understand customer preferences better. They also track sales and revenue from anywhere, gaining customer insight so the business owner can adjust marketing efforts and inventory accordingly.

Improving Online Brand Awareness

Digital technologies also help owners improve brand awareness. For instance, by learning the Google algorithm requirements, like positive and negative keyword integration, owners can rank higher than their competitors on SERPs for more visibility. Adding their company to Google Maps also draws potential clients looking for nearby companies.

Furthermore, company owners conduct research to uncover their key demographic so they know how to create marketing campaigns that are more successful. On a smaller scale, social media-targeted ads for a specific product or service turn cold leads warm and remind individuals of their abandoned carts to increase sales and revenue.

So, do your SMB a favor by increasing your tech literacy level today!

Streamline Project Management with These Simple Tools

There are many ways to improve your team's efficiency, but these days, technology can play a huge role. By utilizing project management tools, you can ensure your team isn't wasting time on unimportant, time-consuming tasks — especially when there's an easier way to handle them. But don't worry. Project management tools don't have to be difficult to implement. There are simple tools that can transform the way you run your business and enhance your team's efficiency.

Let's take a look at some of the most commonly utilized project management tools that can be easily integrated into your business workflow.

Shared Calendars

Shared calendars are essential for making sure everyone on your team is on the same page. By sharing tasks, to-dos, and other relevant information on shared calendars, you can ensure nobody on your team misses important deadlines.

When you update a shared calendar, everyone on your team will get the memo. This cuts down on miscommunications that can reduce your team's efficiency. Of course, team members can still have their own private calendars, but using a shared calendar for company- or team-wide information is an easy way to track your team's progress.

Real-Time Document Collaboration

Don't you hate sending emails back and forth with your colleagues while everyone on the team updates a document? It can be difficult to integrate all the changes in one document if several versions are circulating via email. That is why it's important to use real-time document collaboration tools. These tools will allow you to see what your employees and coworkers are working on in real time without waiting for them to send you changes. When multiple people can work on a single document at once, this contributes to improving your team's efficiency.

Digital Whiteboards

Digital whiteboards allow you to present and communicate information to your team in an efficient, straightforward way. It allows users to write, draw, and make changes to a presentation digitally.

Since digital whiteboards are interactive, your whole team can easily contribute to a project presentation. When presentations are simpler and straightforward your team can focus on completing other tasks, thereby improving efficiency.

Interested in learning about how project management tools can help fast-track task completion? Contact us for more information that will breathe new life into your business processes and boost your team's efficiency.

Christmas Word Search

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O W O N C Y N J R J F Y W T J C A R O L S D F W L L W N D B
E R E V V X B T M P M G V S V F V T G T Y D E Q P H W E Q U
J X R H O T C O C O A X F T T L E Q O H R R U U U B W A R A
Y J R M U G A M O W F O J W G D F E T I C T D I C M J Q S O
A P J Q N F G Y V P Q E H T Q W K X F T R J V C R E I P Q Y
O C P B P E T U Z A X M I S L V P O E Y C V H B B L U O Y S
N A T O G L F I N A R V Q R E I N D E E R U V P B L N V H T
T C N E A S H T S I O K N R B I T B F O A R Q S W N C T C X
C A N Y M G Z C X T H I W I L B A Z Q C C K D N L Y E P A H
F U Z U F J M H J G J B R R M E M A X P R H F V V G H F D Y
U N V M Y I P M Z F I Q E P T Z L D D O A O H Z J W R M S E
T F T T A H U K Y X P J A D O Z U S P S F L X V J W U M N X
M P O R J A O I T S A J T M L O R R H S U L H C Y F H C O S
B G F E A Q Q A H J G W H M K E F Y V A Q Y G Z C I L H W Q
P N W E V O R I F T V Y Q A X K Z C T N R M C D T V L R M Q
Z Q T E K S B D R O T E D D H Q A K N T I H Z H I G S I A N
N N A T I V I T Y M F R P N L N N J F A Z C I V H M T S N M
T B L Z P J H G Y A N P C Q N J G Y I C D G X E W S O T Y W
R L M H T F A C D O W W H R R N E W U L K V J J C Z C M B J
C B Z S U M W T J D K Q H I B B L S P A O V W T C M K A H Z
W X Q T F F T P U Q T R N P B S J C M U O H G E J I I S H Z
J I D U I O R N A M E N T S Y V L F D S J G G Z L S N W G U
T T G K M L V T L S X V U C X G J Y T B J I P R J T G D T X
P U E B I C H I M N E Y Z E V H Z S K R E F B F U L S G I T
P R O C K I J K K O U W M H J Z Q M Q Z Q T Q X X E K I N G
U T I D F J A B Z W G D U X S R K K V N V S U N X T Z H S I
U D T Y C D T P F P Y R F A A L U E R M G N Q B A O A J E D
C A N D Y C A N E C F O Z M Y S L E I G H R I D U E E M L E
M P Z Z E B K O V T S L F P M L D G Q W X L D K P C F D D I
K O O K B S N S A G K Z M D P S G O Y F C P Z F Y L X J A V
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Santa Claus	Ornaments	Stockings	Gifts
Mistletoe	Christmas	Candy Cane	Tree
Reindeer	Nativity	Hot Cocoa	
Chimney	Snowman	Carols	
Wreath	Tinsel	Sleigh	
Holly	Snow	Angel	

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