

## 4 WAYS TO GROW YOUR BUSINESS USING TECHNOLOGY

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In the world today, technology happens to be a driving factor in the growth of many giant economies around the world. While most people are of the opinion that technology is leading the world, others will argue that technology is not just leading the world but ruling it. Technology has been an effective tool in the growth and advancement of many businesses today, it has become very essential overtime due to its improvement of lives and livelihood. Peradventure you have a start up business or you may be looking for ways to grow your business, here are ways to make optimal use of technology to accomplish that.

### \* FOR COMMUNICATION

Communication remains one of the most important factors in business. The need for business owners to communicate with their customers and publics has become of utmost importance in the corporate world today. Technology however, has made it easier for organisations to communicate with their customers through the use of email, mobile phones, text messaging services and most especially social media. These tools would help you reach and communicate with your customers and prospective customers as well. This would in turn improve your business, communication technology has overtime proven to be a major factor in the growth if many businesses.

### \* FOR COMPETITIVE ADVANTAGE

Use technology to have a competitive advantage over your competitors. Competition is inevitable but can be managed to favour one's brand. Technology gives businesses and business owners an edge over competitors and puts them on a pedestal of modern times success. Technology has been made accessible to everyone unlike before where only the wealthy and big business owners could have access to advanced technology. You can use technology to best serve your customers by finding out their demands and finding ways to best meet those demands. Technology can be used to carry out salient competition analysis and real time market researches that will inform you on what your competitors are doing, what they have not done, and what you need to do to fill in the gap. This is also known as creating relevance. It gives you an edge over your competitors because this way, you get to solve problems, do what they are not doing as well as do what they're not doing right which would in turn meet demand and improve your business.

### \* FOR EFFECTIVENESS & EFFICIENCY

Employee effectiveness and efficiency remains one of the major concerns in the corporate world today. For an employer, ensuring marked out goals and targets are met remains the topmost priority. Whereas being at maximum performance everyday and every time may seem difficult to an employee due to human nature. In recent times, technology has helped in bridging this gap. Modern times technological inventions have become so modified to fit the needs of man and solve almost all problems. Thereby, also helping to increase effectiveness and efficiency in the work place, it helps employees to perform more than one task thereby making work easier and less stressful, this has produced good results over the years for many businesses. You can use technology to improve the Interaction between employees, make work faster as

well as take decisions that would benefit the company's growth. Technology helps to provide more work accuracy as humans are prone to errors and mistakes. With the invention of the internet, and other technological interfaces peculiar to different businesses, businesses are set to thrive.

#### \* FOR EMPLOYEE MANAGEMENT

Most times, it becomes difficult to keep track of employees especially when dealing with a big business having many employees. Technology will help you keep track of the performance of your employees so as to enhance productivity. Observation has shown that humans perform better under supervision, this could be done with the use of CCTVs and other monitoring devices at work. Technology can be used to supervise the activities of employees and keep them on their feet so as to achieve better results for your business. You can also make use of technology to discover talented employees on job listing portals and job search platforms. Human resource managers can get talented employees with maximum qualifications through the use of technology that would help to grow their business and brand.