

Spend more time building relationships with your clients through Automation and technological innovation!

Running a business can sometimes be akin to taming a raging Big Red Roo. Besides the pressure of running complex operations, staff and cash flows management are always kept on the edge of their sanity due to the many hats they have to wear. However, there are two things you can do now to simplify your process and maintain or gain an edge against your competitors: automation and the introduction of new technologies.

Too hard No Time ... don't know where to start!

When collaboration in your company consists of a series of muddled email conversations, disjointed hallway meetings and sticky notes stuck to your phone and staff just rock up to work without any direction, your key services are too slow and over complicated and you yearn for more personalised interactions you may want to read a little further..

Technological innovation is key.

In the 21st century, the main way to innovate is to discover what your customers need and manage to predict their demands. Even better if the products, services or experiences you provide aren't matched by your rivals. This lead may not last long, but if you play your cards right, by the time the others realise they need to play catch up, you might have moved on to bigger and more valuable projects.

Though it may initially seem like an additional strain on your budget, in the long term, allocating financial resources, labour and time to find

new ways to innovate will greatly serve your time, your wallet and your company. During this endeavour, keeping your customers in mind is always key to your ongoing success

Tip : Did you know that there are ways to automate your workflows, tasks and also digital communications to your database keeping them warmed up for your next call? These communications can be tracked and give you the analytics right down to who opened your email, whether they clicked on any links you supplied and even track how long they spent browsing your link? Also if your client didn't open your email communication then another could be sent automatically at your discretion, and another and another? It's up to you how much, how often or how little you want to keep your business name on your client's minds... and you only need to set this up once.

Innovation

In a world where genius minds hatch new technologies every month, technological innovation may feel like being trapped on a rat wheel. Your company's unknown capacity for adaptation to the untried and untested software, hardware or process is scary for all, however bear in mind everyone is coming to the Technological Automation Party so you don't want to be left outside all dressed up, with nowhere to go and no clients to talk to.

But do not fear. Even if your company has antiquated business processes and still worships the Excel Spreadsheets it doesn't mean that it is bound to be swallowed by the tide of change. Every firm has the capacity to improve in some way. In one hand you need to identify the areas with cracks and be prepared to fix them on the other you

need to find the time and resources to identify, analyse and implement them. **If you have read this far then 2018 is your year!**

Tip: Meetings... one way to resolve pointless, endless, aimless and monotonous meetings is to streamline communication by using collaborative project management software such as a Customer Relation Management tool which would enable everybody to see which task is allocated to whom, their progression and track any requested information. This will also create detailed and tailored reports for management at the touch of a button. Nowadays you can also integrate these with your accounting software and through the use of integration techniques you can also connect them to deal submission software to limit the need for reentering the same information.

Remember in this day and age potential clients are always looking for something newer, shinier, faster and positive outcomes now!

Therefore, you should continuously seek to upgrade what you have on offer to avert potential client fatigue, redundancy and your business becoming obsolete.

If you are interested in starting a no obligation, no fee conversation to see if MyOps can assist your business call now on 1300 069 677.