

# TECH TALK

## MONTHLY

YOUR MONTHLY DOSE OF  
TECH & BUSINESS NEWS



### MONTHLY UPDATE FROM KEVIN

The year is full of quirky holiday's, and one of them is celebrated on February 18th; Battery day.

Yup, there is a holiday celebrating the chemical miracle that are batteries. And it's something that we mostly take for granted.

How many of the devices that make our day-to-day lives run on batteries? Close your eyes and do a quick count of how many battery operated devices you have at home right now.

Now ask yourself, which of them provide a critical function and when was the last time that I checked them?

Your smoke detectors and wireless home alarms will probably be the first to come to mind.

You know what other batteries go frequently unchecked? The ones making sure that your computer equipment can remain up and running during a power outage.

Now you might say, but I use a laptop. Well, when was the last time that you checked that battery status as well?

We can help you make sure that all the critical business devices in your company are up to snuff with regular battery checks and replacements.

Calls us at [\[number\]](#) or email us at [\[email\]](#) to schedule a Technology Business Review so that we can help keep track of this and many other critical aspects of your Technology Infrastructure.

Until then, stay safe,



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### DID YOU KNOW?

Before becoming the web's video juggernaut, the plan for YouTube was to be a video dating service.



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Setting up the best recruitment tool can solve numerous business related problems. A major problem that almost every business encounters is hiring a qualified candidate. According to a survey, 87% of HR professionals reported that they could not fill positions with eligible and qualified candidates. Apart from that, many companies find it difficult to reach qualified candidates, provide a remarkable candidate experience, and maintain diversification in the workspace. You can solve these problems and numerous others by incorporating a top recruitment tool in your human resource department. Below, you will learn some benefits of using the tools for an effective hiring process. So let's begin:

Online recruitment tools increase recruiters' productivity. By shifting to advanced technology, your team will learn new methods and factors to identify the best talent.

These tools are a huge help for them to reach new people through social media.

Hiring the best candidate from a long list is an arduous task. However, you can automate your tasks using a recruitment tool, thereby saving precious time and effort.

While hunting down potential candidates, communication is really important.

Using recruitment tools, you can maintain efficient and time-saving communication channels, effectively keeping applicants in the loop.



02

## HOW TO HIRE TOP TALENTS WITH ADVANCE TOOLS

### Recruiting Tools you Should

Use The hiring process is no longer a manual task for most businesses. The reason top businesses are leading in this dense and competitive environment is that they focus more on hiring the right talent. With manual hiring, the partiality in the process has a great impact on final decisions. Even if they try not to bring their emotions into the hiring process, they make mistakes. Therefore, it is the right time to switch to advanced recruitment tools and enhance the skills of your human resource team. Here are some popular options among top businesses:

### Recruitment Chatbots

Going through an interview, candidates are more comfortable communicating with an AI tool than a team member. By knowing they must communicate with the chatbots, they will be confident in being transparent. With recruitment chatbots, you can schedule interviews or take tests online. AI chatbots for recruitment not only help you make better decisions but provide an amazing experience to the candidate.

### AI for Screening

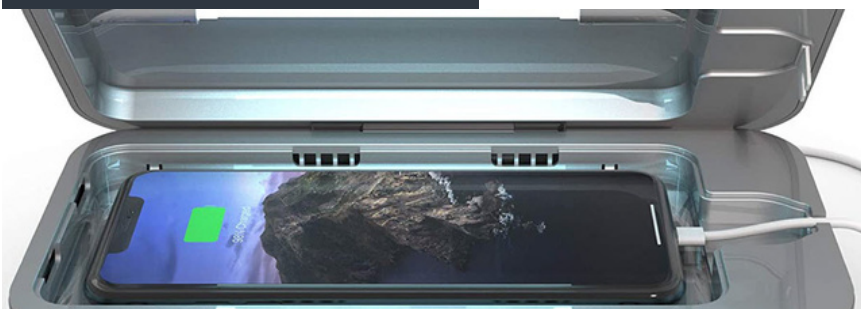
The screening process provides essential information about candidates and

compares the top applications among all. Depending on the number of applications, this process is time-consuming. Moreover, screening hundreds of profiles of applicants will be discouraging for your employees. While reviewing applications, they might overlook things due to pressure. However, you can automate your screening process through artificial intelligence recruiting tools. These tools will shortlist eligible candidates, effectively reducing time and cost per hire.

### Reducing Bias Software

Recruiting teams who use artificial intelligence to recognize talent can reduce the bias from screening, sourcing, and job descriptions. These AI-based tools will resolve the conscious and unconscious bias in the sourcing and screening process. These tools do not consider the candidates' demographics such as age, gender, and race. Rather, they focus on hiring based on talent and skills. Reducing bias from the workplace will prevail in bringing diversity among the candidates.

Traditional techniques for recruiting talent include posting ads in newspapers, and placing boards. To speed up the hiring process and recruit the best talent, integrate advanced tools in your recruitment department to attract better quality candidates.



### PHONESOAP

Did you know most phones are dirtier than your toilet? Awesome. Use this must-have UV phone sanitizer to get rid of 99.9% of all the nasty bacteria on your phone, keys, credit cards, and more. It'll fit just about any phone out there.

Sitting on a UV transparent plate, and surrounded by scientifically proven germicidal UVC light and a reflective interior, PhoneSoap kills 99.99% of all bacteria on your phone. Visit [phonesoap.com/](https://phonesoap.com/) to learn more and get yours.

## 03

### THREE WAYS TO EVALUATE EMPLOYEE PERFORMANCE



A performance management system enables you to evaluate the employees and helps you bring transparency to the process. These tools facilitate you with features for engaging and accountability of your employees across the organization.

**Factorial** is a performance management tool that enables you to track the progress of each employee. This tool helps you customize the questionnaires and assign reviewers to easily manage and evaluate your teams. With this tool, you can generate custom reports, create employees' portals, add features in the individual portal and send a notification to the participants. You can access this software through a browser and your Smartphone.

You can also use factorial to integrate different add-ons and third-party plug-ins to streamline your workflow. You can unlock numerous connector tools with Factorial if you have an account on Zapier. The tools you can integrate include Google Calendar, Slack, Gmail, and Outlook. Initially, they offer you a 14-days free trial that helps you assess the application. This management tool includes few limitations that might slow you down a bit.

**Trakstar** is a highly customized tool to assess the performance of your employees. This tool includes comprehensive features and offers detailed analysis. The interface of this platform is userfriendly and easy to understand. The developers designed this tool according to the advanced social media website so everyone can get the hang of it.

The top feature that this software offers you includes 360-degree/ multi-rater feedback, employee engagement surveys, and tasks management for thousands of employees. It also facilitates you with setting SMART goals, customizes appraisal forms, and creates a flexible workflow according to the organization's needs.

**SAP** is a popular and userfriendly tool that enables you to develop and retain employees, reduce attrition, optimize benefits, drive engagement, and increase the productivity of your employees.

This intelligent tool includes RPA or AI and robotic process automation capabilities. Furthermore, you can perform embedded analytics.

SAP is an expert-recommended feature that offers flexibility to your employee management. You can customize the SAP ERP based on your business infrastructure perform wide ranging tasks and activities. It offers you an SAP API business hub that includes digital content packages with sample applications, and APIs. This platform offers you a 30-days free trial period. After the trial period, they will charge you every month depending on the users.

## 04 HOW ZOOM IS THE LIFE-SAVING TOOL FOR BUSINESSES DURING PANDEMIC?

The pandemic has shifted the way we perform our tasks and activities. After all, the entire world couldn't come to a standstill and needed to adapt to resume operations. However, we were ready for the change and performed all the tasks digitally through our computers and cellular devices.

As we found many new and previously used tool, Zoom was the life-saving tool for small and large businesses during the pandemic. Zoom enables employees to communicate and perform tasks to achieve business goals. Below, you will find some benefits of using Zoom as a conferencing tool during a pandemic:

- Zoom is easy to manage and set up. This tool is easily adaptable for many employees with minimum or no knowledge about technology.
- Zoom enables you and your entire team to communicate with each other and attend meetings.

- Employees can share files and communicate through video and chat that encourages businesses to grow despite pandemic situations.
- Meetings can be recorded for easy and convenient review at a later time, and with services like Rev.com you can get them easily transcribed as well.
- You can install Zoom on any device, so people do not invest in expensive devices and computers.
- Zoom is not only facilitating small and large businesses to enable communication after COVID-19, but many educational departments, health sectors, and governmental organizations are communicating through this tool as well.

## 05 BENEFITS OF PAAS FOR BUSINESSES

Platform as a Service (PaaS) refers to a remote cloud computing infrastructure. Here are the top benefits of PaaS:

- **Remote Working Facility:** Entirely web-based networking and working facilities no longer confine the designers and software developers to on-site infrastructures.
- **Reduced Costs:** With per-use costs, it is easy for businesses to avoid the capital investments and costs of hosting large computing infrastructures on-site.
- **Multi-Platform Features:** Developers and software designers can access and work on multiple projects simultaneously using different operating systems and devices.
- **Latest Technology:** Eliminate the risks of businesses optimizing their out-of-date tech and tools.

## 06

### TIPS TO IMPROVE DATA SECURITY

- Focus on protecting the wall around the data and not just the perimeter.
- Visualize the internal and external threats and create a plan.
- Encrypt all the devices.
- Conduct a security audit twice a month and encourage employees to change their passwords.
- Remove redundant data and focus only on sensitive information.
- Invest in your IT infrastructure and integrate effective tools for cybersecurity.
- Revise your password policies and regularize complex passwords.
- Regularly update your applications and programs.
- Regularly back up your data to multiple locations.
- Restrict your employees by providing them access to the relevant data only.

## 07 KEEP YOUR CUSTOMERS HAPPY WITH BETTER USER EXPERIENCE

If your business has a website or an application for your users, you might have heard about user experience. User experience includes elements such as colors, layouts, fonts, and many more. Improving user experience will elevate engagement on your website, keeping you ahead of competitors. Focusing on user experience will drive more customers. Here are some tips you can follow to improve the user experience:

- Communicate with your audience and try to understand their behavior.
- Generate valuable insight from your website or application and check your audience's digital footprint.
- With AB testing, you can choose a successful version from two options.
- Keeping fewer elements on your website is better.
- Understand the current trends.





## WE LOVE REFERRALS

The greatest gift anyone can give us is a referral to your friends. Referrals help us keep costs down so we can pass the savings to our clients.

If your friend ends up becoming a client - we'll gift them their free first month of service (for being a friend of yours) AND we'll gift you a \$250 Amazon Gift card!

Simply introduce me via email to kevin@suisc.com and I'll take it from there. I personally promise we'll look after your friends business with a high level of care and attention (just like we do with all our clients).



## NEED A LAUGH?

How many programmers does it take to change a light bulb?

None. It's a hardware problem.



## TECHNOLOGY TRIVIA

Each month you have a chance to win a \$50 Amazon Gift Voucher by being the first person to email us with the answer to our Technology Trivia Question of the Month!



The question this month is:

**The first webcam ever was deployed at Cambridge University, what was it designed to monitor?**

The first person to post on our Facebook page and answer correct gets a \$10 Amazon Gift Card!

## Many treat their IT like Groundhog Day

Thanks for not being one of those who leave their security to chance, popping up hoping everything's going to be okay! An even bigger thanks for trusting us with the job!

