# How Technology Has Changed The Service Business From Past to present.

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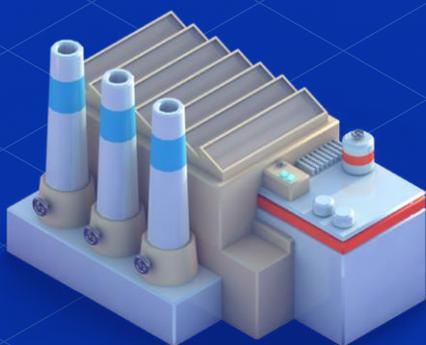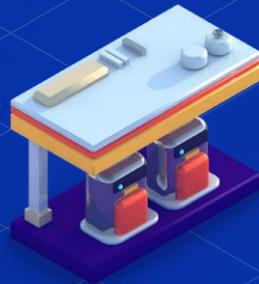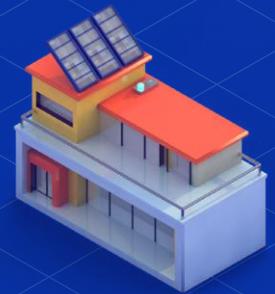
ABSTRACT:

The benefits of using technology and processing customer data through Internet and apps are numerous. For example, with the help of a few simple clicks, an organization can easily create customer reports, such as profitability, employee productivity, profit & loss, etc. It has also been found that an organization can save time as well as money by using apps to cut down on paperwork and increase efficiency.

Using electronic information to process customer data has proved to be effective in generating quality results. These results are used to enhance the level of service and thereby improve customer satisfaction. With the advent of internet-based software tools and apps, companies can also manage employees using GPS, send text reminders, among other methods.

Managing employees through technology and processing customer data through Internet has many advantages. The primary advantage is that employees can work from their homes. However, when this process takes place, it is important to ensure that employees do not misuse of sensitive data. This is because there are many security risks when accessing sensitive data through the internet.

An employee's computer is the most vulnerable place to get hacked. Therefore, companies should make sure that their employees use a secure password to access their sensitive data. However, companies cannot rely on an employee's passwords alone because an employee will often forget his or her password.

Secondly, an organization can easily maintain its records via the cloud or online storage. This is because it does not require the organization to hire expensive paper to maintain the records.

Furthermore, organizations can save money on the costs incurred in purchasing computer software. By using such software, companies can easily create online catalogs for their stores. This reduces the need for purchasing large numbers of catalogs that would otherwise take up too much space.

Thirdly, technology can increase the speed and efficiency of the production line. A simple method for improving efficiency is to use software that allows you to view data and monitor employee tasks. By being able to view the information at any time, you will be able to see how well each individual employee is performing his or her tasks and adjust your production line accordingly. There is no need to spend money on more employees and you can get rid of errors in the process without spending money on new machinery.

Lastly, these technologies have made the job of running a business seamless. Apps can track employees, produce an enormous amount of data and reports, and cut down on man-hours needed to run any business. Paperwork is almost non-existent, as information can be stored electronically.

Processing customer data and managing employees via technology can also be applied globally. Therefore, it is possible for a business to process customer data from various countries at the same time. By using this technology, companies can keep a global perspective when dealing with international customers. These tools allow even small companies to compete with global giants.

However, most businesses are still using the same old methods of processing customer data and managing their employees. These methods are gradually becoming less effective due to the development of modern technology. The purpose of this whitepaper is to educate businesses on the benefits of using modern technology over the old methods. The content also covers the various methods which can be used by service businesses to build stronger customer relationships.

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OVERVIEW OF HOW TECHNOLOGY HAS CHANGED THE SERVICE BUSINESS FROM PAST TO PRESENT

Technology has changed the business world. Technology has made running a business more efficient than in the past. Business owners are now able to reach more customers, improve the quality of their products and services, reach people across the world, and grow their income all by making use of today's technology. Success rates should multiply in the future with the help of innovative apps. Today's technology, has drastically reduced the need for human power as many processes can now be done through use of the cloud, software, and apps. New technology's purpose is to improve the efficiency of work and improve the owner's standard of living. This business advantage makes technology a particularly important tool that every business needs in order to thrive in the world today.

Technology has increased productivity, brought improvements with it to every aspect of an organization. From generating ideas, to planning, communication, operation, marketing, execution of projects, staff hiring, management, and so on. Technology also plays a major role in building strong customer relationships. Many companies are now developing their own software because they can easily reach their customers through email marketing, text messages, and other forms of digital communication. With technology, customers are now able to receive a quick response when they have issues with a certain product or service. These optimizations and improvements have changed the business world in a positive, more productive way.

SECTION ONE-HOW SERVICE BUSINESSES DEAL WITH DAY-TO-DAY ISSUES

Service businesses face a lot of challenges, they have been able to overcome this challenge by using technology. The reason why so many companies find it hard to satisfy customers is that they are using old or outdated systems. This negative affect on customer's needs will affect the general image and growth of the business negatively. Customers are always looking for a business that meets their needs and convenient to use. The way to do this is through innovative user friendly software and apps. Both applications have made it possible for service businesses to improve their efficiency and provide quality to customers.

Sending text reminders past vs present

In the past, there were very few methods to confirm appointments with customers. The laborious method was to pick up the phone to verify with the customer if the appointment is confirmed. However, if the customer was not available, or the voice mail message was not received, the company had no idea if the customer confirmed their appointment. In the early days of sending text reminders, most of these text messages were sent one by one, which means that a lot of time and effort is required before these reminders can reach all customers. When text reminders are sent out manually, which takes a lot of time, are prone to error, since they are manually entering numbers into the reminder system. Companies are now using new apps that can automatically send out reminders to customers at the click of a button. The reminders are sent out based on customer's schedule on calendars, such as Google calendar. For example, John Smith has a scheduled appointment every other week. These apps have been set up to send a text reminder to Mr. Smith automatically every two weeks on the day prior to his service. The reminders are also sent a second time, on the day of service, in case the customers do not reply on time. Modern systems will let you know how many reminder texts were delivered and those that were not able to be forwarded. So, for example, 25 customer reminder texts have been programmed to be sent out, but for some reason, only 24 were received by customers. The single text that was not received by the customer will be flagged and the company notified. This is important because the one lone customer, who did not receive the text, may not be available or want service. Time and money saved as result of this particular app!

Processing credit cards past vs present

When it comes to making payments, customers are looking for a well-trusted, convenient system. However, the old methods of making payments usually require a lot of processing and waiting period before payments can be made. If you had a Point of sale (POS) stand, carbon copies were used. Merchants would take the customer's credit card number, fill out a form, and then mail the form to the bank to get paid. If the transaction was over the phone, the merchant had to wait for verbal conformation to be paid. This usually affects customer relationships as many customers are looking for a faster system. Today, there are applications that can run all these processes automatically, making it easy for businesses to satisfy multiple customers at once. For example, some systems have the ability to charge customers every time they purchase a service or product. The system is set up like the text

reminder program. Customer information is stored encrypted in the credit card processing server, while the actual billing of the customer is set up on the calendar, such as Google calendar. Every evening, an app will charge the customers who were serviced on that day. Customers that have recurring service, will be charged automatically each visit. The app has the ability to inform the merchant when a payment is successful, and if the transaction has failed. The successful payments are marked as green on the calendar and the unsuccessful transactions appear as red. The app also sends out a verification email to customers to keep them updated about the payment.

Scheduling customer with a touch of a button

An important aspect of a service business is scheduling customers. Most of the old methods used to schedule customers would usually require some time, due to ensuring the following factors. In a service business, scheduling has three components: 1) Location of customer 2) Time of service 3) Assigning crews. Without an app, a company would need to manually arrange the schedule so that all the above listed components are aligned in the most efficient manner. Ensuring that a certain crew arrives at a certain time for a specific customer is time consuming. Today's scheduling has now been upgraded and improved into mobile apps which can produce a working schedule in a matter of minutes. You can now schedule customers automatically based on location, time of service, and assigned crews, based on information stored in a customer database. The daily schedules can be easily adjusted based on employees who are out for the day, customers who have canceled/rescheduled, or changes in arrival time. No need to manually correct the schedule, as all changes can be made by a click of the mouse. As a result of the app, schedule changes can be made easier, faster, and efficiently without wasting time.

Tracking employees with and without GPS

Tracking employee data, such as hours worked and miles driven, is important when it comes to running a successful business. Today's customers need to know if their service crew is running late, since it impacts the customer's daily routine. Failure to provide this can lead to negative feedback and reviews from the customer. In the past, methods involved manually tracking employees' time and whereabouts by having employees call in when they reached their destination. However, the employee's call would not provide information on the route taken, the time it took to reach the customer, or even if the crew arrived at the customer's home. This lack of information would result in incorrect time in/time out and increased payroll costs. Today, companies can now use applications that make use of GPS tracking to generate live results and a variety of important reports detailing the health of the company. Some app features include:

- ❖ Tracking employees in real time
- ❖ Logging in and out time
- ❖ Keeping track of hours and miles driven
- ❖ Showing customers that have not paid at time of service
- ❖ Variety of reports detailing profit margin, weekly employee hours, payroll

These apps help ensure the entire process is seamless, efficient, and maximizes profits.

Manual payroll processing compared to automated payroll processing

Processing payroll by hand usually involves the usage of spreadsheets, making calculations one after the other, keeping track of taxes, and then writing the checks by hand. This usually takes a lot of time and effort to handle, even if you are working with a small number of employees. It now becomes difficult to use this method of processing when it comes to a large organization that is working with a lot of employees and customers. The best option for any business (large or small) is to make use of automatic payroll processing. Automated processing can do all these processes with just the click of a button. These include simple payments such as salary and hourly wages, to more complex processes like overtime, double-time commissions, bonuses, raises, retroactive pay, wage deductions, and tuition reimbursements. Most companies are now using this automatic processing directly from mobile apps. Some apps connect directly to your GPS so you may process payroll payments without any paperwork. Automated systems also make it possible for you to use direct deposits or paper checks.

SECTION TWO- IMPROVING CUSTOMER SERVICE

Having a good customer relationship is one of the most important aspects of any business, it is essential in the service industry. This is because no matter how good your services or products are, customers will remember the interaction they had with you or your front-line employees. No matter how superior your service is, even just a few poor online comments can hurt any business. Bad customer service is one of the reasons why most businesses lose customers to their competitors. You must have good customer support in place to cater to the customer's immediate needs. Whether it is in person, over the phone, or online, there are a variety of ways you can build an efficient and long-lasting customer relationship by making use of modern technology.

Running late-How customers are notified when crews are running late

One of the biggest reasons why customers become dissatisfied is the businesses failure to meet deadlines or arrive on time. How many times have you heard of customers sitting around the entire day, waiting for the service company to arrive. Even though you aim to always deliver to customers on time, certain factors may cause your employees to run late. The best option is to call the customer notifying them that the service crew is running late and to provide an ETA. Sometimes, though, the crew or home office may forget to notify the customers, which in turn, will lead to a poor online review. To ensure that customers are contacted, some apps have the ability to notify customers automatically that the service crew is running late. The app will recognize that Mr. Jones was due for service at 11 AM. Pulling information from the customer database, the app will send an automated message that the crew will arrive within 30 to 60 minutes. Most apps will have a contact number that is sent with the text in case the customer needs to contact the service crew. The service crew is also sent a text so they may call the customer with an exact ETA. Customers will appreciate the effort by the service company to keep the customer informed of the crew's arrival.

Feedback-Improving ways customers can provide feedback on their service

To improve customer service, it is important to know what issues customers are having with their service. Any feedback provided by the customer will help companies improve their customer service, and their profit margin. The worst way for a company to receive feedback on poor customer service is when a customer calls up to cancel service. When asked, most customers will indicate poor service. By this time, it is too late to save the customer. To ensure that companies can obtain feedback before the issues become major, you must provide a way for customers to leave feedback on their experience. This will make it possible for you to discover areas that need improvements in your business BEFORE you lose customers. This feedback will let potential customers realize that your services are of high quality and display commitment to the customer's quality of service. You can ensure this happens by having an easy, online feedback form hosted on your website. Customers that have made a purchase or have had service in the past, can leave a review. You can also ask questions in the form of a survey or questionnaire which can be sent to customers. Here are some facts regarding the importance of customer feedback:

- 68% of customers leave brands because they are upset with the treatment they have received. (Source: U.S. Small Business Administration)
- 48% of customers who had a negative experience told 10 or more others about the experience. (Source: Harvard Business Review)
- 78% of customers have canceled a transaction because of a poor experience. (Source: American Express)
- It takes 12 positive experiences to make up for one unresolved negative experience. (Source: Ruby Newell-Legner, "Understanding Customers")
- 3 in 5 Americans (59%) would try a new brand or company for better service experience. (Source: American Express)
- 70% of buying experiences are based on how the customer feels they are being treated (Source: McKinsey)

Customer Estimates- Providing customers with a quick way to obtain a price online.

Performing onsite estimates is a time-consuming activity. The company must allocate time and money to schedule an appointment to determine if the customer will pay for the service. Some companies will only provide a price if an in-home estimate is performed. Some companies will provide a price over the phone. Studies have shown that customers prefer to know the price of a product or service before they can make a purchase. This is because they usually like to compare prices and will end up choosing the service that works well with their budget. It is a good practice to provide customers with a quick way to obtain the price of the services they are seeking. Today's apps can provide an online price to customers before service is performed. The benefits include:

-Customers are provided with an estimated price without having the company waste valuable resources just to have the customer indicate, "We will get back to you"

-Companies can compile a mailing list if the customer does not turn into an immediate paying customer

-Customers who call you after an online estimate is provided are more likely to sign up as a customer.

SUMMARY OF CHANGES TO THE SERVICE BUSINESS

Making use of technology is especially important in a service business. This is because it helps you process applications faster, it improves the efficiency of employees, and the quality of your products or services. You can now satisfy more customers and grow your business to the highest level possible. Having modern technology helps you have an edge over your competition, making it possible for you to dominate your industry and win new customers without stress. From online chat boxes, to GPS tracking, to automated payroll, the technology is geared toward improving the customer service experience and to improving the profit margin of the business. Social media has changed the landscape of business as well as online reviews. Companies must stand out from their competition to acquire new customers and keep existing customers. Technology, especially cell phone apps, will ensure that running a service business is efficient and profitable. Customers want to be heard, appreciated, and know that the company coming into their home. Businesses benefit with an increased profit margin, less paperwork, and improved employee morale.

ABOUT US.

Special Touch has been in business since 1998. We offer franchises across the USA that features a unique app to

1) Schedule customers

2) Process credit cards

3) Send text reminders

4) Track employees' activities with GPS in real time

5) Provide direct deposit payroll

6) Notifies customers of ETA.

Contact Jonathan Bergstein of Special Touch Franchise at 804-382-7749 for additional information.