

University of Wales Trinity Saint David

DIGITAL SKILLS AND RESEARCH METHODS

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Executive summary

The whole study specially and mainly donates a sufficient amount of information concerning the variety of new method and updated technologies and how those information, methods and technologies are bestowed in a business confederation alliance organization. Along with that, the academic skills of study manage and maintained the derive fact from social media or community is a main key principal tool for digital skills and research method in a restaurant and also the marketers require to utilize or wish to use this particular tool for fruitful marketing purpose. Through technology, method and research in this feature the academic study of these key aspects which will help a customer service executive in a restaurant to maintain and achieve the aim of their leading life.

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1. Introduction

Digital Skills is also named as Digital Literacy which refers a various digital platforms for an individual's capacity to perform their potential in the form of communication and also recreate neat and clean method, technology and information through their writing skills. The process of constructing business decisions by collecting data and information is called research method. The method of collecting information include both historical and present data, concept and information and it might include interviews, surveys, publication research and other research techniques to make entire research valid. Customer service job in a restaurant is a very contentious or competitive business scenario, the business organized company need to execute new and advanced extent of technology so that they can carry forward in the long run. The business operations always try to use the advanced level of technology to understand their strength and weaknesses (Hashem *et al.* 2015). The first and foremost aim of this research is to assess the significance of the different digital technologies.

2. Different modern technologies

Now world is also considering that modern technology is the booming or prosperous industry of technology, which has blessed us with new and variety of updated communication technology tools for example- video conferencing, electronic mail, smart phones, instant text messaging application, social networking sites, e-fax, blogs, tweeting, etc. Business operation has very important effect due to technology. In a restaurant electricity is also require whole day long otherwise it will lead to a bad experiences for the customer and effects on business to maintain, so basic technology is required is generator or silence inverter. Control technology is always require in every company, industry, restaurant, business, warehouse, etc. All these modern communication technology tools have simplified the way humans and businesses communicate. The advantages of the digital technology help employees for understanding the new and better technology. The efficiency level of the organization enhances hire skilled set of employees to with the different kind of digital technologies in order to run the business organizations. Along with that the academic study also aims to fulfill the real and definite characteristic that how the new technologies can aid to the business organizations to boost up their productivity level. When it comes to the modern technologies in different and various ways, the organizations need to conclude their strengths and based on that they need to apply new, creative, vivid, various and

innovative technologies to perform the digital skills based on research methods. Therefore, the organizations need to hire skilled and efficient employees who can easily deal with the innovative technologies. One of the innovative and newly updated modern technologies is Cloud computing. An ample amount of data sets in any organizations is helped or loaded through Cloud Computing (Ali *et al.* 2015). Cloud computing also provides safety and security to the data and confidential information by being disclosed to everyone or from data theft. Moreover, the cloud platform provides the service amenity to the users with proper safety and privacy measures. Within a particular network from Cloud computing technology shared easily data and information to the other systems without any obstruction. The business analytics and intelligence is the another recent and new technology, which is implementing to the business organization. The conceptualization idea of business intelligence concludes the various technologies and strategies used for the data analysis.

The online analytical processing, data mining, the process predictive and mining analysis are positive functions of business intelligence. An ample amount of data set with business intelligence technologies is enough potential to maintain the both unstructured and structured data. New strategic opportunities for business create with the help of technology for business organizations. Analyze the business observation is also convenient to gathered a proper set of information for effective decision making process. In addition to that, the concept of business intelligence and the concept of big data technology come into action with the proper and definite help of analyzing (Wang *et al.* 2017). The overall business purpose of the organization becomes efficient and effective for the suitable decisions regarding to analyze and manage the gathered set of data through modern technologies. The positive outcomes of the technologies can easily extract and interpreted in a proper way, if, the organization can meet every point which is required.

3. Effectiveness of the modern technologies

Now days we all can consider 21st Century as a digital era because in each and every aspect of life digitalization is required as per Government rules and norms such as digitally verified card, signature, any bank account and many more. Modern technology helps everyone effectively to not only secure data but it also provides safety and security to common man in every aspects of

day-to-day lifestyle. The definite amount of benefit evolves with the aiding nature of the different modern technologies effectiveness in an organization.

Efficiency of cost

The cost regarding digital skills for cloud platform is have plentiful of flexibility than the regular conventional database system. Business organizations only require paying for the data server connectivity along with the business infrastructure whenever it is necessity. Therefore, financial resources of the business organizations to maintain expense in a proper way organization put their full efficiency to maintain and sustain their status (Mola *et al.* 2015). The small business organizations cannot afford the platform but the medium organizations can afford it, because cloud platform is not cheap like business intelligence method.

Availability

Consideration of reliability is another gain that the business organizations may lead this path for long-run. The service of the cloud platform is enough reliable therefore people or any company does not get afraid to use it (Laudon and Laudon, 2015). The accessibility of cloud computing is not an issue because service provider of cloud computing is all time available in the market mostly and it is 99% assure able. The data analysis purpose can use or adopt any time as per the requirement of the business organization and there is no coast efficiency effort needed.

Enhanced mobility

Mobility requires standard and suitable data connectivity in the individual's smart phones so that employee can access the cloud computing platform easily. Smart phones or mobility is the main advantage in this particular platform. However, it is very rigid and hard to mobilize the concept when it comes to the concept of business intelligence (Shen *et al.* 2017). However, enough profit comes through the concept of business intelligence in the business organizations.

Reduction of the expenses

In case of business intelligence reduction of the expenses can be taken into consideration. Whenever the company wants to reduce the cost of the organizations can reduce it in business intelligence system. As per the flexibility of cloud platform, the value factor of this platform is

also a changeable variable. The expense regarding the cloud platform in a company or organization can reduce the timer of business cut or recession.

Flexibility

On the other hand, when it comes to the business intelligence the aspect of critical decision making in the business organizations helps them with a very big amount of information so that they can help themselves (Laudon and Laudon, 2015). The entire service can be turned up and down based on the flexibility of the Cloud platform. Therefore, to maintain efficient and effective business operations it helps the business organizations.

Less impact on environment

The business data storage and decision-making are very helpful technologies regarding environment because they do not need to establish any machinery that will excrete any rays, particles or beyond imaginable elements and it is very easy to adopt its functions and different related characteristics for the organization.

4. Utilization of social media as a marketing tool

The visibility of any personal brand and business increases after getting connected with the social media in any positive ways like- advertisement in television and radio, interviews, stock market shares, personalized website for online transactions. Before using social media any company and business organization use traditional methods for marketing or establishing business in front of the customer but it becomes more and more effective to sustain in this line for the long-run. For attracting new customers to the particular business social media helps a lot for any size of business through internet services which leads to a company to communicate, share, create with each and every community by online and also make a great and big field to run for any business. The social marketing sites are Twitter, Facebook, Flipkart, Amazon, Paytm and many more which provide required help to the company or a business to expand its market in worldwide basis and also become powerful communication and marketing tools (Wang *et al.* 2017). An excellent habit to communicate with any class or category of society, by giving advertisement in television in any channels to promote the company in front of the customer and approximately 90% of customers get attracted to purchase the product for them. The marketing purpose of

LinkedIn utilizes their B2B business organizations near about 41%, with the added benefits of social media. The increased amount of exposure is one of the facts. Social media platform is using for variable uses and purposes near about 90% of world population and it also have level of traffic which is enhancing day by day (Power *et al.* 2015). The term SNP stands for Social Networking Potential which are find out by the marketers to manipulate or attract the interest of the people to their specific brand and this concept is viral marketing programmed.

5. Conclusion

While concluding the whole and ample of research of these particular aspects is digital skills and research methods of a customer service executive in a restaurant, research clear the entire point through academic discussion, now this job role can easily be maintained by any one. The essential elements of effective and efficient business organization cope up with the entire study of digital technology. The expertise level the organization has another aspect that implements the technologies as per needs. The best thing about it that it does not have any negative impact over the business organization's performance but it must be use properly otherwise it might cost high for an organization. New or old business can sustain in a long-run, if they mandatorily use digital platform. Different information of products and services is easy to share through the process of digital skills by utilizing the social media platform as marketing tool.

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