



Module Name: Digital Skills and Research Methods

**Assignment Title: Report – Why is digital technology
important when working with people?**

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Executive Summary

Digital technologies made great advancements during the last decade. These technological advancements have made life easier and more efficient. Technological advancement had suitable impacts on the operations of organisations and workplaces. The variety of usage of digital technologies in the workplace has some important impacts on workplace culture and norms. COVID-19 was the period where maximum technological advancements were noticed in organisations and their workplaces. The use of digital technologies has both advantages and disadvantages for the workplace.

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Introduction

The use of technology forms the primary basis of working in the present world. It has both eased our lives and brought many helpful innovations to the present scenario. Digital technology can be better explained as the use of various digital tools and systems that can be efficiently used for the creation, management, and storage of data. This is an important aspect which is utilised in almost every field. Digital technology is utilised by most organisations and businesses for the efficient management of their operations and processes. The increasing use of technologies has decreased various barriers like communication, demographics, and cultural barriers between people across the world. Technology is utilised with the aim of increasing the efficiency of the workforce and easing the different processes involved in operations management. The use of technology in various aspects of the business determines smooth workflow and efficient time management for organisations. The following report will be providing a detailed overview of the various types of technologies which are used in the workplace. This will also discuss the impacts of COVID-19 on increasing the use of digital technology in the workplace. The report will also provide details about the various advantages and disadvantages of utilising digital technologies at work.

Overview of Different Types of Technologies at the Workplace

Technology and its use forms the primary basis of the functioning of the workplace. It has various implications for modern workplace culture and operations. Different types of technologies are utilised at the workplace for the efficient management of the operations and various processes involved in the working of the organisation. These tools are different from each other in their functioning and are used in a coordinated and tandem format to manage all the tasks efficiently. Following are the types of important digital technologies utilised in the workplace:

I. Documentation Technology – With the expansion of various business processes, the amount of data is increasing exponentially. These documents can include various information related to the different sectors of the business such as operations, marketing, supply chain and finances. Therefore, these essential documents should be stored in an organised form to access them easily whenever required. For this purpose, the organisation requires a documentation management system which will help to store and manage the data in the cloud (Stanton, 2021). These document management systems require features like lesser complex systems and customisable security access to the data. Various document managing systems can include Google Drive, DropBox, DocuWare and many others.

II. Artificial Intelligence (AI) – Artificial intelligence refers to the use of computers in task management and operational execution. This also participates in the decision-making processes, which has eased out various processes at the workplace. Artificial intelligence has facilitated the processes of communication within the workplace. AI communicational tools such as Chatbots work on an algorithm-based process, which provides a wider scope of communication in several languages. The use of Chatbots has made suitable improvements in the customer support processes (Moore, 2023).

III. Security and Privacy Systems – The safety and security of the workplace form one of the key ethics and strategies of organisations. The various information related to the organisation and its employees should be secured and privacy of access should be efficiently maintained. The privacy and security of the data of various organisations is a prime concern now, with the increasing use of digital technologies for various operations (Technovert, 2021). Therefore, organisations incorporate various cybersecurity systems to help detect malware practices and privacy-related issues.

IV. Internet of Things – IoT is primarily concerned with various systems and interconnected networks within the workplace that help in various operations. This leads the operations of an organisation to continue in an automated form, which ensures efficient and smooth working of the organisation. With the use of IoT, multiple systems can be connected over a single leveraged device which ensures coordinated working within a workplace (Stanton, 2021).

Impacts of COVID-19 on Increasing the Use of Technology

The pandemic of COVID-19 had various impacts on organisational operations in many ways. The advancement and increased use of technologies in the organisational workplace is the key impact of the pandemic. Technology after the breakout of the pandemic had expanded its use in the business sector and organisational workplace. During the breakout of the pandemic, the organisation and business operations were all transformed into online platforms. The organisations had enhanced their supply chain and consumer interactions through digital transformations. The changing shifts in the digitisation of the workflow during the pandemic had made organisations realise, it required much less time and effort in working over online or digital platforms and more work were done with greater efficiency (Horst, 2023). The pandemic led to the development of virtual workplaces of metaverse platforms, where employees get their work done easily with enhanced communication defeating all the barriers of distances. This aimed at unifying the physical and digital spaces to summarise all the strengths of the workplace at a single stage or platform. The pandemic had brought several changes in customer buying behaviour, which made them switch to online platforms due to social distancing norms and regulations (Vargo et al., 2021). This same task would have been very difficult in the traditional form. The use of technology during the pandemic has brought significant changes to the manufacturing processes of organisations. The technological advancement during the pandemic caused businesses to expand their B2B processes to B2C processes as the online platforms provided direct access to a vast number of customers (McKinsey, 2020). Therefore, organisations could use the technologies efficiently to expand their services and products to a greater number of target audiences across a very wide network globally. The automation technologies like AI Chatbots incorporated at the customer support levels, helped the workplace cater services to a large number of consumers at the same time. The betterment

processes implemented in the customer and consumer support systems through technology helped to reduce the distance between the businesses and their customers, thus, improving the interaction and CRM facilities. Cloud computing and management systems provided access to a huge load of data with less effort. The data can be stored in more organised forms, which would otherwise be more difficult in traditional ways (Evans-Greenwood, 2021). The various accounting software helped businesses to manage their cash flow and other transactional details very efficiently. The hybrid working facilities provided scope for the employees to choose their own working hours which brought integration and dedication to the workplace.

Benefits of using digital technology

Flexibility- Digital technology has developed an inclusive digital workplace in the business environment. Employees have enjoyed their work in a flexible mode. Digital tools such as mobile intranet software programme help employees to work within the scheduled time. It helps to maintain work-life balance very effectively.

Reduction of operational cost- Digital virtual meetings have reduced the operational cost of organisations. Interactive chat boards have helped to eliminate person-to-person collaboration. It helps to save the travel cost of the goods like office furniture. Cloud service is a prominent software digital tool which helps to develop virtual infrastructure (Herman, 2023). This helps to manage the information technology team to maintain their server and custom software which reduce the time of operation in many companies.

Improvement of productivity- Digital technology and inclusive mobilisation in the company have improved the efficiency and productivity of the service. Google Docs has increased collaborative work in real-time to complete projects efficiently. A recent survey on cloud service providers has shown that 77% of workers from remote business has reported high levels of productivity. User-friendly digital tools help the team to implement troubleshooting on their own which has helped information technology experts and internal digital support teams to maintain and develop productivity on crucial tasks very prominently (Kissflow, 2022).

Communication and innovation- Digital technology has increased two-way communication within companies between lower-level and higher-level employees which helps companies to allow a free-flowing exchange of innovative technical ideas on different topics. Digital tools like modern social intranets such as LumApps has designed to implement innovative ideas of

technology and software programmes which help to share various new thoughts between employees through communication such as interactive surveys through the digital platform.

Increased performance- Digital tools like the Google Analytics integration programme have allowed companies to choose and identify key performance indicators which include bounce rate and time spent on the website (Buchanan Technologies, 2022). This digital tool can determine the different areas of improvement in the workplace to optimise the operational processes.

Customer experience- Digital technology has improved customer experience in many ways. Digital tools help to reduce operational faults in relation to interaction with the customer. This technological innovation has developed social connectivity with organisations. Digital audio-video tools and software have increased interaction with the customer directly. Smart technology in digital platforms has enhanced customer experience.

Disadvantages of using digital technology

Technical issues- Digital technology has shown some inconsistencies in network maintenance in the remote workplace. Corporate Office is sometimes unable to prepare to handle the excessive demand of hybrid work which is dependent on technology. Sometimes incompatible devices have developed problems to complete the task. Sometimes there is an absence of onsite technical support which is a major issue to operate work efficiently.

Complexity- This is another major issue of the digital workplace is technological complexity. Technology has developed many devices and software programme on different communication technology. Therefore, sometimes connectivity problems have arisen which interrupt online workflows within the organisations (Dienlin and Johannes, 2022). It can reduce the productivity of the organisation. It can lead to frustration among users and can reduce employee satisfaction.

The problem of Silos- Silos are a digital technology within the workplace which is basically a wider range of communication problems that has developed many challenges within the company. Silos can be dissemination within the workplace. It can develop a lack of alignment among the teams within the organisation.

Security risk- Digital technology has brought a lot of security issues to the workplace. Modern technology has increased hacking risk within companies. Many times it has been seen that hackers and competitors are hacking business data and selling it to other competitors which leads to a major failure of the main organisation (Nestor-Harper, 2019). It is challenging for organisations to maintain the security of their valuable data and information. Sometimes employee monitoring can lead to privacy concerns to protect information.

Loss of interpersonal skills- Modern technology has reduced interpersonal skills as there are a lot of digital interactive mediums present in the workplace (Hayes *et al.*, 2022). Digital email and social media have replaced face-to-face conversation and communication. Therefore, dependency on the network and technology has increased. This dependency and too much reliance on networking technology for communication have developed unnecessary traffic which reduces important interpersonal interaction within the organisations.

Expensive digital technology- One of the disadvantages of using digital technology is the cost of the software. Therefore, many organisations like small and medium enterprises can not able to afford the cost of the software (Krow, 2023). Digital technology is upgrading day by day with new software which has increased the cost of installation.

Customer hesitation and retention issues- One of the problems of digital technology is retention issues of the customer as many customers are not able to use digital media. This has removed in-person customer relationships with the organisation.

Conclusion

This report has observed the impact of emerging technologies in the workplace. Digitalisation has brought an inclusive digital environment in the workplace which significantly affects the external and internal work culture. This report has discussed the different new technologies which are trending in modern times. This report has analysed the implementation of artificial intelligence, the Internet of Things, document management system and security technology within the workplace and how they improve the operational efficiency of the organisation. The covid-19 pandemic has changed the scenario of the internal and external environment of the organisation which is observed through this report. Therefore, this study was very significant to understand the demand for technology in the workplace. The benefits of digital technology within the workplace have been discussed in this report with various elements of the organisation. Furthermore, the several disadvantages of using digital technology within the workplace have been observed to understand the key issues and problems of networks and technology which can reduce the workflow within the organisations. This report has given a clear understanding of the digital technology environment of modern times which is very important for any kind of business and corporate firm.

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