



Digital Skills and Research

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Introduction

In this module I will be evaluating the appropriate use of contemporary technologies to improve workplace efficiency and employability. The organisation I will be looking at is Amazon.

Amazon is an organisation that focuses on e-commerce, cloud computing, digital streaming and artificial intelligence. This organisation is based in America and founded on July 5th, 1994, by a man named Jeff Bezos. It was originally an online marketplace for books, but then received its name as the 'The Everything Store'.

You can order and buy anything online such as home appliances, health and beauty products, books, medication, food, technology and many more.

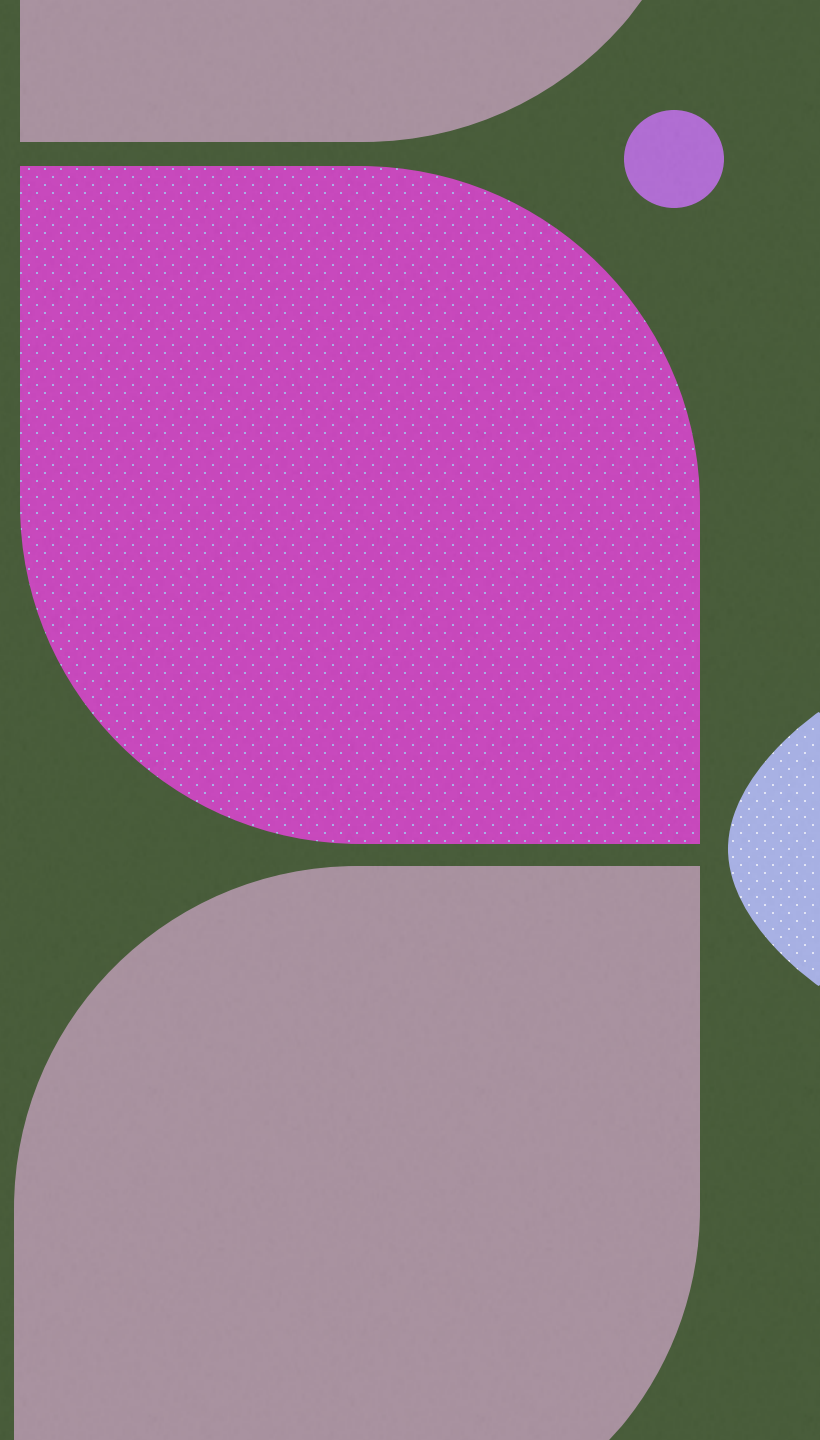
The challenges before the introduction of modern technology are that it was hard to store evidence and information, using technology allows information to be stored and saved. Once Amazon became an online store, the efficient storing of customers personal details became mandatory so that there wouldn't be confusion on where the products were being delivered to and who they were being delivered and also what products were ordered. This causes an efficient business management and allows the workers to work more vigorously and effectively. Without technology, the employees would have to write data on paper and paper can easily damage and get lost.

The challenges that were faced before modern technology was that all data was having to be written down, which meant that a lot of paper was being consumed which is costly and is not time efficient to have all data written down which would eventually take a lot of space in the offices and institutes.

Contemporary technology works to improve workplace efficiency and employability because ;

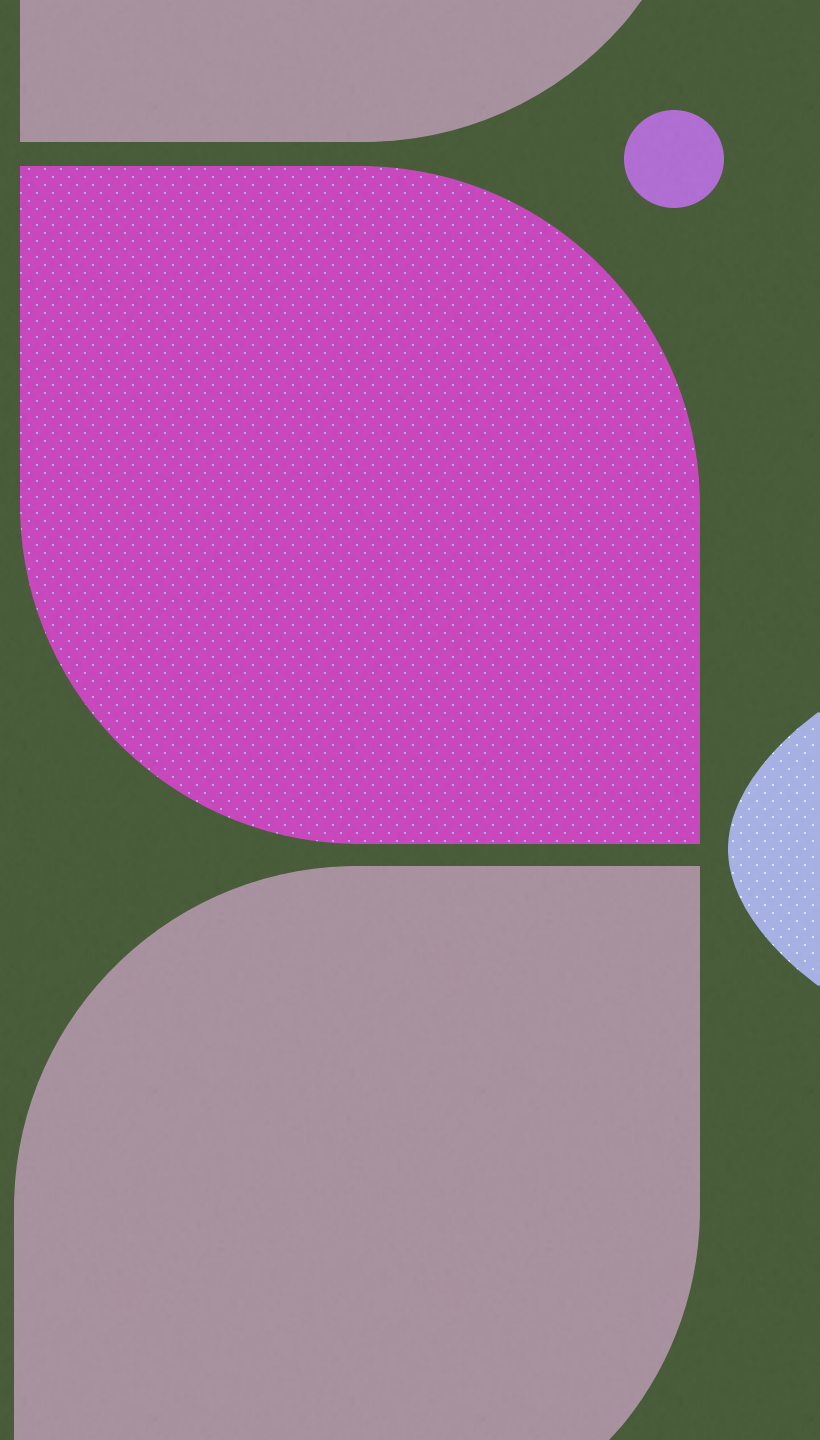
- Communication allows the customers to know where their parcel is and they have a tracking code which means they can monitor where their products are, and if misplaced they can contact the company on their cell phone and Amazon can communicate with their drivers to navigate.
- Communication also means that if the customers have any inquiries there is a 24/7 helpline allowing customers to get response and feedback immediately.
- Technology allows the employees to be able to perform their job to the highest efficiency. For example, workers in the warehouse are given a scanner and a phone that is logged onto the Amazon network, which allows them to scan the items and place them in the appropriate sections.
- Contemporary technology helps with employability because employees will know who is working for them and whether they are eligible for this role. Employers can take down their employee's personal details and communicate what shifts they have and whether they turn up for work.

- The insights to modern technology introduced are that repetitive steps do not need to be repeated as once data is imported it is stored onto an online cloud which later can be assessed by employee or customers at any given time.
- Another factor is that popular companies and software's often integrate each other's software's into their own allowing diversity.
- The collection of personal data in this modern era has meant that the breach of security often happens meaning people's personal data can be leaked and transferred onto hackers.



Disadvantages.

- The impact of technology is that there are new devices that release each year making the older devices work slower and have crashes. This is bad because it means more devices have to be bought and for the best efficient devices the more costly.
- Technology can cause health related issues due to the screen time.
- Technology causes environmental problems because of electricity is generated from the burning of fossils.



Advantages

- Time efficient, allowing plenty time to get work done in such a limited time.
- Easier navigation, meaning you can access data anywhere at anytime
- Data can be stored on cloud which saves physical space
- Passwords and face ID can only be recognised by you