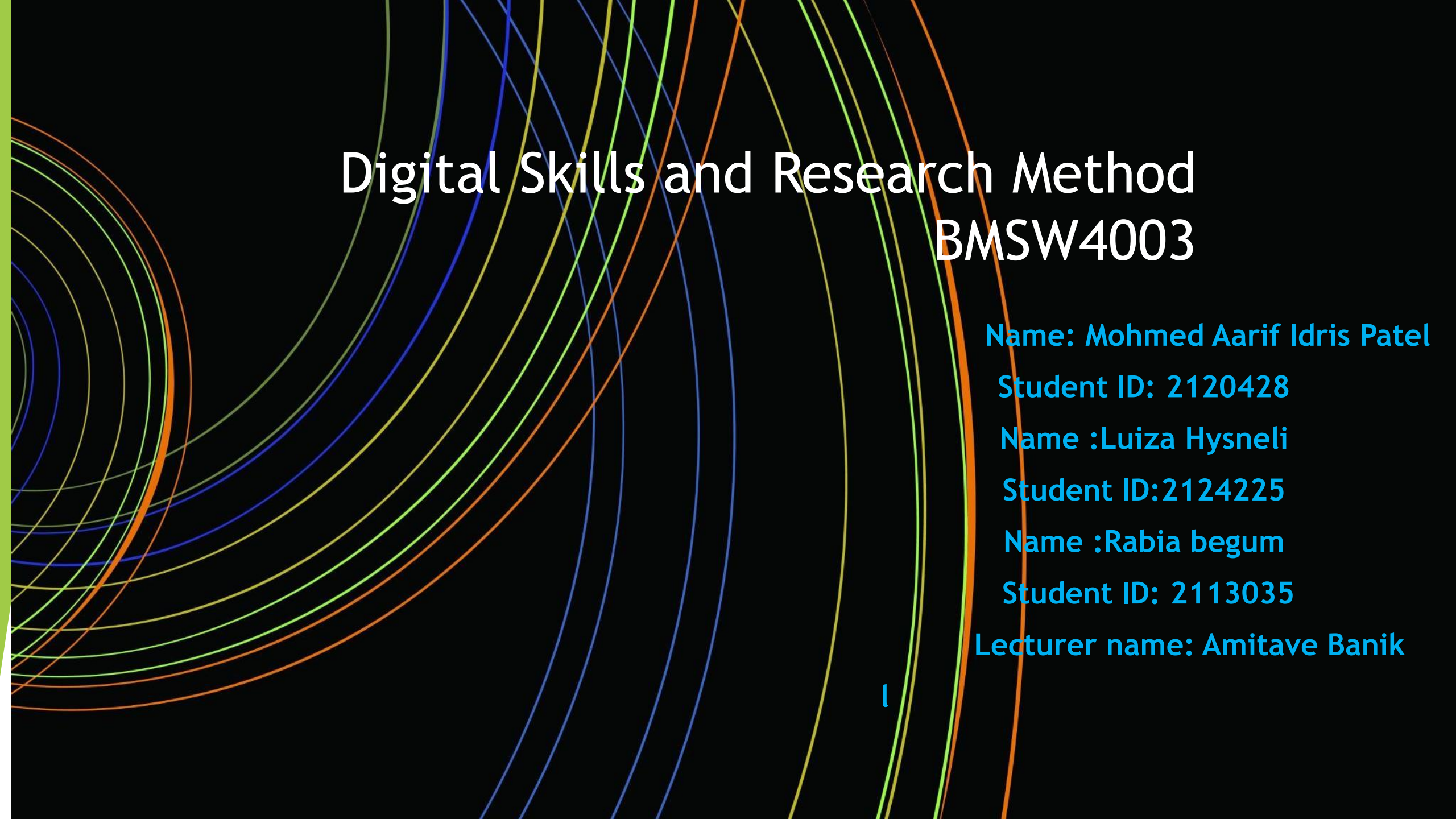




Digital Skills and Research Method

BMSW4003

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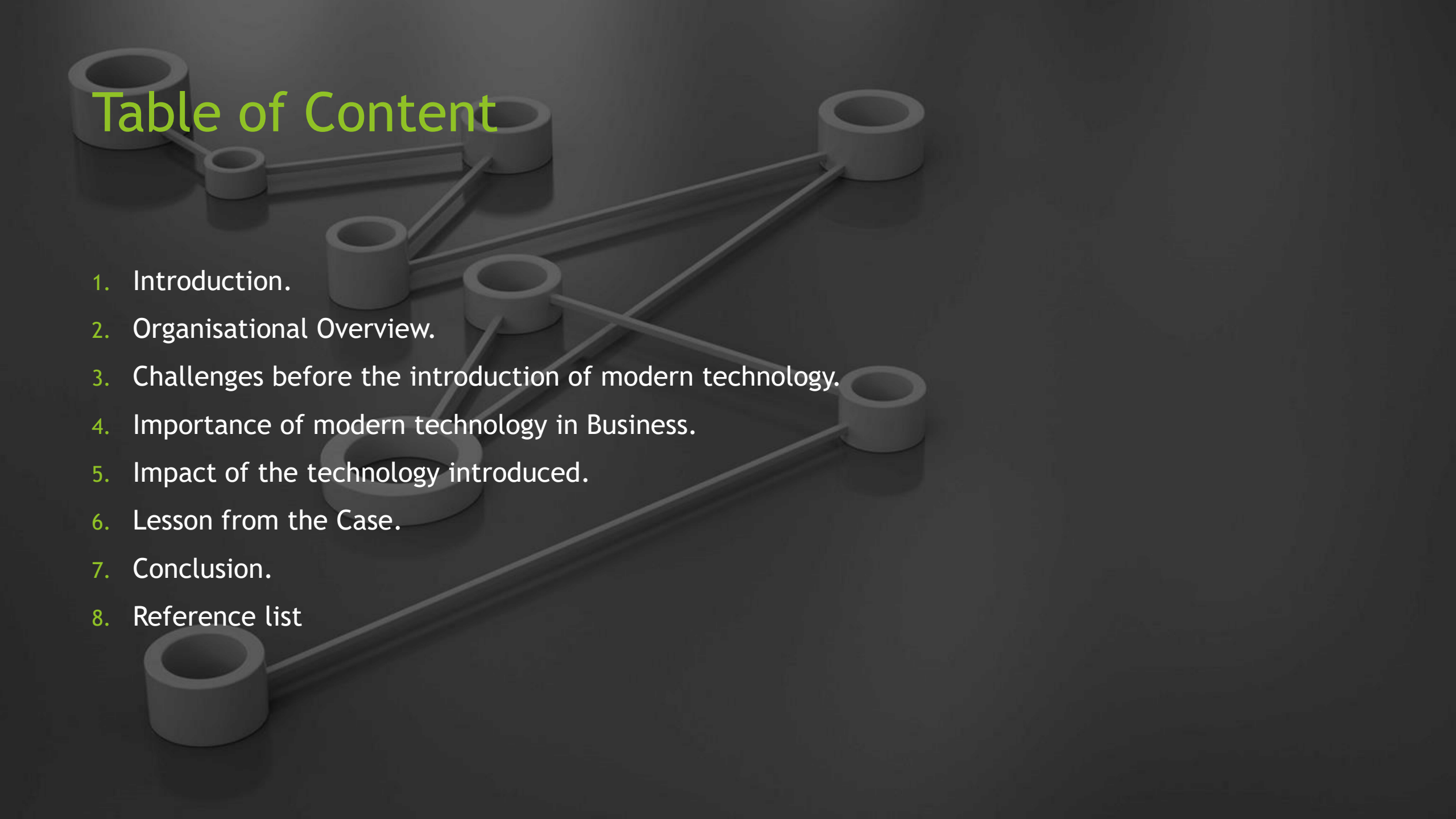


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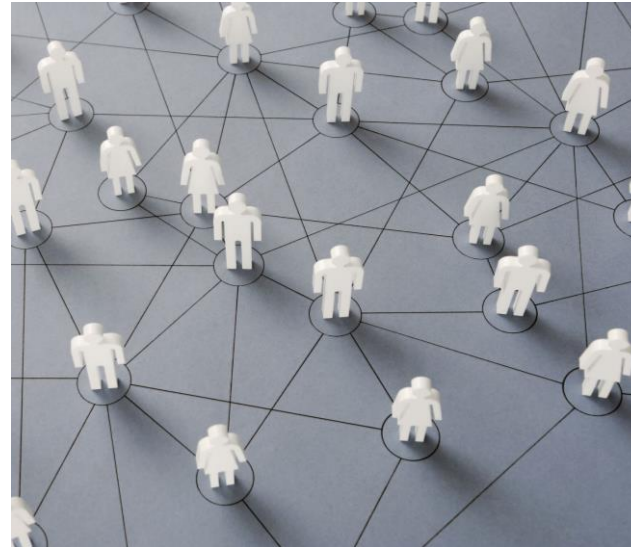
1. Introduction.
2. Organisational Overview.
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Introduction

Our way of life has changed dramatically since the 1980s because to technological advancements. No longer do businesses and non-profits use obsolete procedures and practises. We purchase, communicate, live, and research differently now than we did five years ago because of the rapid improvements in technology. Modern firms' success is unquestionably fuelled by technological advancements. The modern company relies heavily on technology. When it comes to surviving and thriving in a world dominated by the internet and digital media, companies may rely on technical advancements. With the use of modern technology, we will explain how it improves an organization's productivity, assess a wide range of information sources and demonstrate proficiency in workplace data management throughout this presentation.

Organisational Overview

Marketing and experiential agency Gekko aims to increase customer experience and sales. The retail, internet, and business-to-business industries. Gekko Partners Ltd. provides consulting services. In addition to retail merchandising and product presentation, we also offer training, experience and compliance audits, as well as strategic services. There is a presence of Gekko Partners in the United Kingdom.



Challenges before the introduction of modern technology

Difficulties in communicating with customers

Lack of productivity

Higher operational costs

Too much dependency on the employee

Difficulties with account keeping

Consuming time for problem-solving

Challenges before the introduction of modern technology



**DIFFICULTIES IN COMMUNICATING
WITH CUSTOMERS.**



LACK OF PRODUCTIVITY

Challenges before
the introduction of
modern technology

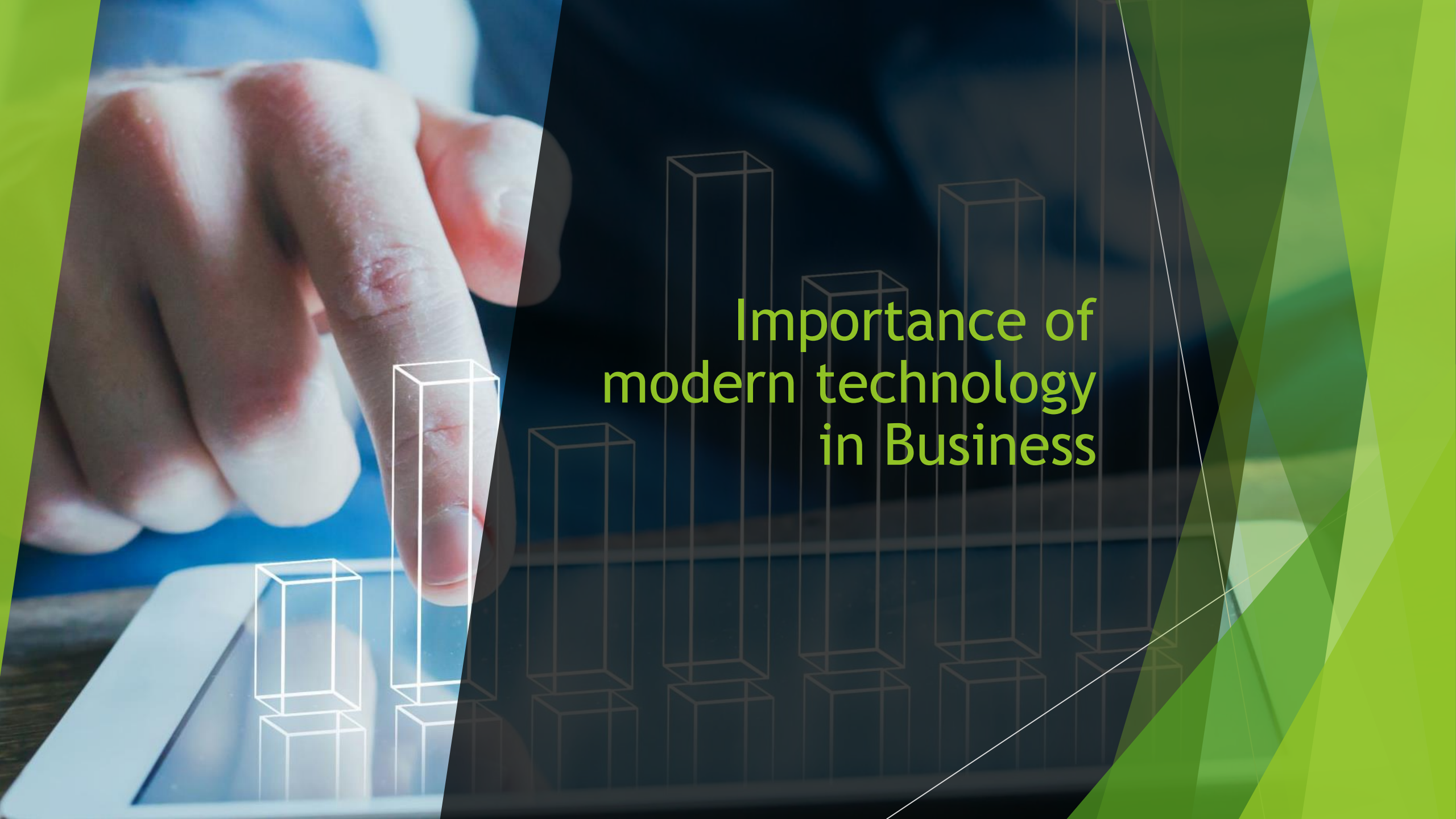
**HIGHER OPERATIONAL
COSTS**

**TOO MUCH
DEPENDENCY
ON THE EMPLOYEE**

Challenges before the introduction of modern technology

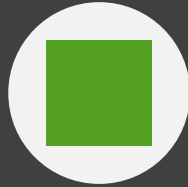
**DIFFICULTIES
WITH ACCOUNT
KEEPING**

**CONSUMING
TIME
FOR PROBLEM-
SOLVING**

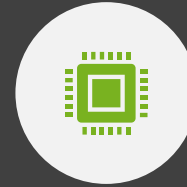
The image features a hand with a white glove-like texture interacting with a tablet. The tablet screen shows a bar chart with several bars of varying heights. A green geometric overlay, consisting of overlapping triangles and lines, is positioned on the right side of the image. The text 'Importance of modern technology in Business' is written in a green, sans-serif font, centered over the bar chart area.

Importance of modern technology in Business

Importance of modern technology in Business



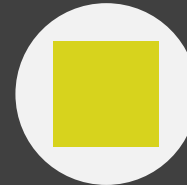
Technology can help people communicate better



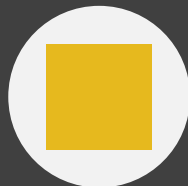
Efficiency is boosted by technology.



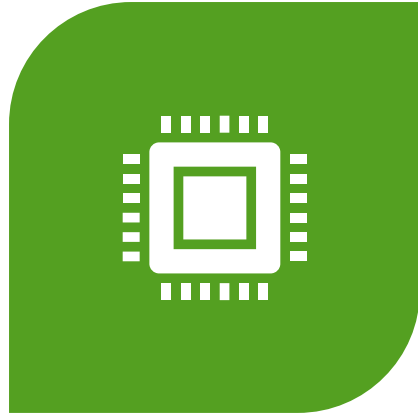
Employees Require Technology in Order to Operate Efficiently.



Unlimited Supply of Knowledge.



Employee Engagement Increased.



**TECHNOLOGY CAN HELP
PEOPLE COMMUNICATE BETTER**



**EFFICIENCY IS BOOSTED BY
TECHNOLOGY.**

Importance of modern technology in Business

Importance of modern technology in Business



Employees Require Technology
in Order to Operate Efficiently.



Unlimited Supply of Knowledge.



Employee Engagement
Increased.



Impact of
the
technology
introduced.

Impact of the technology introduced.



Improved Communication Processes



Increased Employee Productivity



Impact on Operating Costs

Impact of the technology introduced.



Improved Communication Processes: Small businesses can benefit from the use of business technology to improve their communications. Gekko is now able to better communicate with its clients through social media, email, and the construction of a website and applications.



Increased Employee Productivity: As a result of Gekko's software investment, productivity among its employees has increased significantly.



Impact on Operating Costs: Gekko's usage of technology lowers operating expenses. Gekko's back-office tasks, such as payroll, record keeping, and accounting, may be automated using standard corporate software.

Lesson from the Case

Keeping up with the times is essential in today's competitive business environment. It is easier and faster to do our jobs thanks to the use of new technology (Mcclure and Purdy, 2013). They would have lost a lot of money if Gekko hadn't embraced the necessary technologies. Any organisation must recognise the significance of technology, determine its requirements, and adapt its use to meet those needs when new technology emerges.



Conclusion

Entrepreneurs that rely heavily on modern technology end up enjoying a better quality of life. In the modern economy, businesses are expanding and progressing at an unprecedented rate. Using this method allows for a more efficient, suitable, and competent way to do business (Jackson, 2016). Technology has had a positive impact on the lives of individuals and the societies in which they live.

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