



Certificate of Higher Education in Skills for the Workplace

Module: Digital Skills & Research Methods

Module Code: BMSK4003

Evaluation of the Effectiveness of Using Modern Technologies within the Workplace

Submitted by

Name:.. Peter Momoh.....

Student Number:.. 1805925.....

Name of Lecture:.. Ze Zook.....

Table of Contents

1. Introduction	3
2. Effectiveness of Using Modern Technology at the Workplace	3
3. Social Media is a Tool for Marketing, Gathering Information & Communication.....	6
4. Conclusion	8
References	10
Appendix: 1	12
Appendix 2:	12
Appendix: 3	13

1. Introduction

Digital technology comprises different types of electronic applications and equipments that use information in the form of numeric codes, which can normally be binary codes – it can be illustrated by strings of just two numeric letterings. These letters are 0 and 1. Different devices which process and implement digital technology and information are calculators, personal computers, automobiles, compact disc players, traffic lights, smartphones, HD television, telecommunication satellites and so on (Technology In, 2018). Due to advancement in digital workplace technology, companies are shifting their workplace from analog to digital. The digital workplace has benefitted both the employees and company management, and also become essential part for gaining competitive advantages at present. It is reported that organisations that actively develop digital workplace have 30% decreases in occupancy costs (Barikhina, 2018). In this context, this report evaluates effectiveness of modern technology at the workplace; and discussion of social media as a marketing, information gathering and communication tool at the workplace.

2. Effectiveness of Using Modern Technology at the Workplace

Modern technology is one of the integral part of business companies in this 21st century. Companies not implementing some levels of technology will possibly fail in the future. Digital technological development has revolutionised the way of working for the large companies; however, many smaller companies that lack digital skills are being left behind. According to Lloyds UK Consumer Digital Index 2018 there are 4.3 million individuals (8%) alone with zero basic digital skills in the UK. These digital skills can be anything from using social media, answering email to uploading documents to Google drive of the company, which are becoming most essential skills in current job market (Lloyds Bank, 2018). The report further stated that 11.3 million adults (21%) do not have 5 basic digital skills; 43% of the UK people are not capable to create something new from online image; 24% are not able to verify the information sources that are found online; and 16% of UK population are not able to fill the online application. This means there is huge gap in the digital skills in the UK and it requires doing a lot in maintaining or fulfilling this skill gap. The digital skill literacy should therefore be initiated in formal

education system in the world. There are various reasons to implement digital/modern technology at the workplace, which are discussed below:

Speed, Efficiency and Agility: The main objective of transforming into modern digital technology at the workplace is to speed up working procedures, providing ultimate resources to the employees such as more time to concentrate on important tasks. New technology and analytics provide businesses a tool to do best among competitors by being capable to respond data, make informed decisions quickly, adapt change and so on (Reflektive, 2018). Modern technology allows the company and its employees to become more efficient and productive. We can easily schedule appointments, sales calls, track employees' time and also perform various monotonous tasks in short time frame using modern technology. Modern technology thus assists to optimise speed, efficiency and agility.

Storage & Sharing: Working people should never have to waste time for seeing documents and information. A research indicated that there are about 20% of the workforce are wasting time in search of information, which leads inefficiency and costs a lot to the business company (Cottrill Research, 2013). The modern technology is essential for information storage and sharing, which helps to enhance efficiency and security at the workplace.

Remote Connectivity and Mobility: Modern technology is very useful for remote connectivity and mobility of the employees. Many companies are adopting flexible work from remote places or anywhere, people working in these companies require to access technology system remotely. In line with the growth of freelancer economy, freelancers are projected to become the majority of the workforce in the US by 2027 (Reflektive, 2018). The use of modern technology facilitates companies to link with best talents globally in a short time frame.

Automation: The modern technology allows businesses to automate activities and functions, which previously required workers to perform. Different tasks such as data entry, analytics, contact management, bookkeeping can be completely or partially automated that facilitates companies to work more effectively and efficiently without the

risk of human errors. It helps the company to save significant amount of costs that can be invested in human capital having biggest ROI who can significantly innovate and drive the organisation forward (Reflektive, 2018).

Communication: The digital technology has enhanced or transformed the traditional communication system in the world. For instance, computer replaced typewriter, electronic mail replaced paper mail, and also fax system replaced some emails and paper mails. The investment in new technology will assist the company in streamline both external and internal communication with vendors, clients and also with employees so that everyone in connected in the system is always in the ring (Reflektive, 2018).

Business Productivity: By using modern or digital technology, we can provide right training and development; people can implement digital technology to become more efficient and productive at the workplace. For instance, documents in digital form can be developed, stored and share or access more effectively that printed version of documents. However, it can be possible if employees know how to locate them, share and use them confidently (Barker, 2018).

New Ways of Working: Digital technology can offer new ways of working for the companies in line with the advancement of technology. Companies embracing these changes can reap the advantages of highly satisfied employees, communicate well, and keen to collaborate, which can assist them to become more efficient and productive. This can comprise access to remote working, cloud-based application and relevant software and also strengthening the availability of training online (Barker, 2018).

Develop Better Customer Relationships: Modern technology also helps the companies to develop better relationships with the customers. Customers at present spend more time in digital platform such as *social media* and internet, and they anticipate enhanced online experience. Companies require transforming its digital strategy into engaging customers, fulfilling their expectations, and developing long term relationships with them. The business can use different channels such as mobile apps, email, blogs, social media etc. to engage the customers. It is important that employees

should have the right skills and knowledge to make customers online experience positive.

3. Social Media is a Tool for Marketing, Gathering Information & Communication

Social media is a term that signifies to the implementation of mobile and web-based technology to revolve communication into interactive form. Social media are in different forms comprising weblogs, internet forum, social blogs, wikis, micro-blogging, social bookmarking, podcasts, pictures, videos and so on. Different social media networks are Facebook, Twitter, LinkedIn, Google Plus, Instagram and so on are used to connect people globally. These media are used as a major tool for communication at present all over the world. The young people mainly spend more time in these social networks to communicate with each other (Baruah, 2012). The social networks have removed the poetical boundaries as anyone in the world can establish relationships with people from any corner of the world where there is access of internet.

The numbers of social media users are increasing rapidly in the world since the introduction of Facebook in 2004 by Mark Zuckerberg while studying at Harvard University (Phillips, 2007). The number of social networks users in the world 2.62 billion in 2018 and projected to become 2.77 billion in 2019. Social networking at present has become one of the most popular sites for online activities with large rates of user engagement (Statista, 2018). The rapid expansion of the users of social networking sites has created opportunities for the business firms in marketing, collecting information and also maintaining communication with the customers and other stakeholders.

The development of social media and rapid increase of the users in the world have changed the ways of communication and interaction in the world. This is not only valid for communication with family and friends, but also valid for companies in the world as they are seeking to explore the values social networking can add to their marketing activities. However, the public are becoming more aware with the social media marketing strategies implemented by the companies and they developed ignoring or

resistance to the marketing communication by the companies (Blood-Rojas, 2017). With this increasing awareness amongst target people, organisations need to develop new ways to impress the users and differentiate themselves amongst the competitors.

Different companies and brands have changed the strategy of increasing social media presence by actively interacting with customers. They generally create social media pages in different social sites, develop attractive message, photos and videos, and share through their official media pages (Blood-Rojas, 2017). These tools are useful for the companies to strengthen brand awareness and brand perceptions through the communication of core values to the large group of online audience. Moreover the companies use to communicate marketing message through social media sites in paying formats, which helps them to reach marketing message to the targeted number of customers or users in expected market segment or expected areas (B2B Marketing, 2018). For instance, if a Tesco wants to communicate its marketing message in central London area, it can focus on these areas by requesting the associated media to spread the marketing message in central London only. This activity can be useful for the companies to open up the opportunities to initiate conversation with potential customers, engage them, and assist to make purchase decision, increase business partnerships, and also expand the online communities to get large number of new followers and probable purchasing customers.

Social media can also be used as a tool for gathering data and information. Different companies can conduct social media survey for data collection such as brand awareness survey, customer satisfaction survey, product performance survey and so on. Companies can develop questionnaires and can directly post to the social media pages for data collection, or it can use another online survey tool for data collection and share the survey link via social media. This form of data collection can be more reliable and faster than other methods. Moreover, companies can directly collect feedbacks from the customers as a reliable data to develop marketing strategies (Casler et al., 2013).

The main reasons for marketers using social media are: to gain marketing intelligence, develop loyal fans, and also to generate leads. Social networking channels provided opportunities to the companies to speak to the clients/customers and hear from them. These media are useful to establish two way communications. Companies can communicate their marketing message in social media platform, and also customers can share their experience of the use of products and services from particular company through social media. The customers can also provide service and product feedbacks from companies media pages. This means, social media has provided platform for the customers and the companies to share each others' message. Social media marketing techniques/tools can be benefitted to the business companies in many ways comprising: increasing brand exposure, developing loyal fans, market insights, generate leads, enhance search ranking, enhance sales volume, and also reduce overall marketing expenses (Blood-Rojas, 2017).

In this way, social media has provided opportunities for the companies and customers both. Companies can share their marketing message to the large number of customers without any costs or by paying nominal costs to the media, reach large number of audiences globally in some seconds, can collect product and service as well as brand performance feedbacks through social media. The companies can also enhance its online presence in social media by developing attracting contents and share through its official pages in different social media.

4. Conclusion

Thus, use of modern technology has become crucial at the workplace as it helps the companies to enhance speed, efficiency and agility; enhance storage and sharing; assists to establish remote connectivity and mobility; automation and quick communication; business productivity; new ways of working; and develop better customer relationships. The rapid expansion of the users of social networking sites has created opportunities for the business firms in marketing, collecting information and also maintaining communication with the customers and other stakeholders. Social networking media are useful for the companies to strengthen brand awareness and

brand perceptions through the communication of core values to the large group of online audience. Social media marketing can be beneficial to the business firms in many ways: useful for increasing brand exposure, developing loyal fans, market insights, generate leads, increase sales volume, and also reduce overall marketing expenses.

References

B2B Marketing (2018). How Can Social Media be used as a Marketing Tool? Online at: <https://www.b2bmarketing.net/en-gb/resources/blog/how-can-social-media-be-used-marketing-tool> [Accessed on 2018-12-23].

Barikhina, M. (2018). 5 Digital Workplace Technologies to Transform Business. Online at: <https://blog.beekeeper.io/top-5-emerging-digital-workplace-technologies-transform-business/> [Accessed on 2018-12-23].

Barker, S. (2018). The Importance of Digital Skills in the Workplace. Online at: <https://www.seetec.co.uk/insights/the-importance-of-digital-skills-in-the-workplace> [Accessed on 2018-12-23].

Baruah, T.D. (2012). Effectiveness of Social Media as a tool of communication and its-potential for technology enabled connections: micro – level study. *International Journal of Scientific and Research Publications*, Vol. 2 (5), pp. 1-10.

Beckingham, S. (2014). Why you need a professional online presence. [online] Available at: <http://www.slideshare.net/suebeckingham/why-you-need-a-professional-online-presence-and-how-to-do-it-rscon5> [Accessed on 2018-12-23].

Blood-Rojas, C. (2017). How to use social media as a marketing tool. Online at: <http://www.tradeready.ca/2017/topics/marketingsales/use-social-media-marketing-tool/> [Accessed on 2018-12-23].

Brown, E. (2012), *Working the Crowd: Social Media Marketing for Business*, UK: British Informatics Society Limited.

Casler, K., Bickel, L., & Hackett, E. (2013). Separate but equal? A comparison of participants and data gathered via Amazon's MTurk, social media, and face-to-face behavioral testing. *Computers in Human Behavior*, Vol. 29, pp. 2156–2160.

Cottrill Research (2013). Various Survey Statistics: Workers Spend Too Much Time Searching for Information. Online at: <http://www.cottrillresearch.com/various-survey->

[statistics-workers-spend-too-much-time-searching-for-information/](#) [Accessed on 2018-12-23].

Emma, L. (2018). Importance of Technology in the Workplace. Online at: <https://smallbusiness.chron.com/importance-technology-workplace-10607.html> - [Accessed on 2018-12-23].

Lloyds Bank (2018). Lloyds UK Consumer Digital Index 2018. Online at: <https://www.lloydsbank.com/banking-with-us/whats-happening/consumer-digital-index.asp> [Accessed on 2018-12-23].

Phillips, S. (2007). A brief history of Facebook. *The Guardian*, online at: <https://www.theguardian.com/technology/2007/jul/25/media.newmedia> [Accesses on 2018-12-23].

Poynter, R. (2010) *The handbook of online and social media research: Tools and techniques for market researchers*. United Kingdom: Wiley.

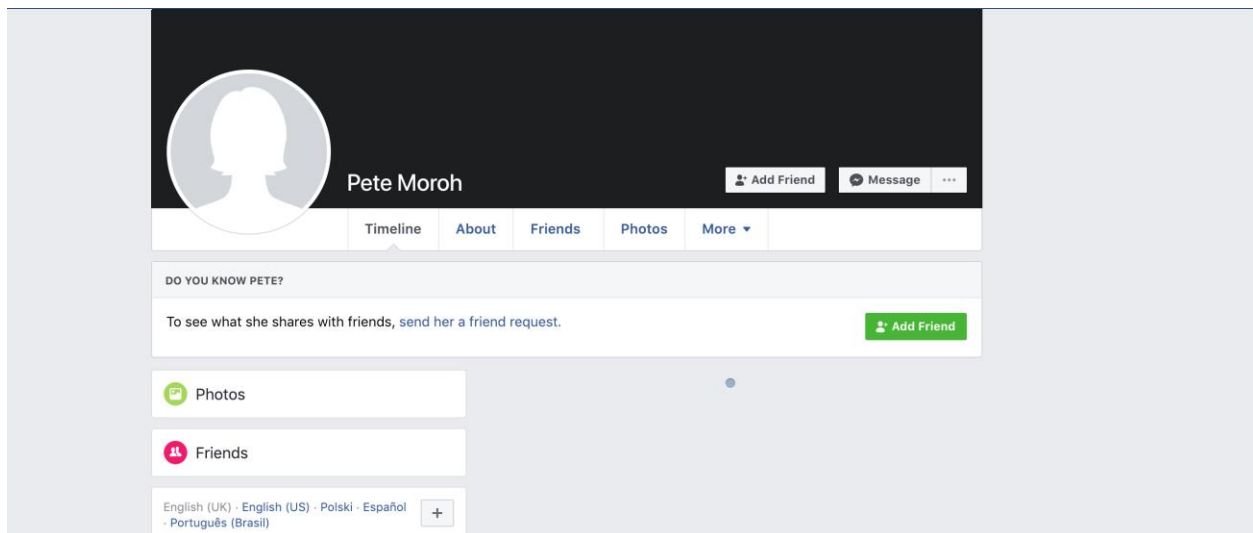
Reflektive (2018). Advantages of New Technology in the Workplace. Online at: <https://www.reflektive.com/blog/advantages-new-technology-workplace/> [Accessed on 2018-12-23].

Statista (2018). Number of social network users worldwide from 2010 to 2021. Online at: <https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/> [Accessed on 2018-12-23].

Technology In (2018). Digital Technology, Online at: <http://technologyin.org/digital-technology> [Accessed on 2018-12-23].

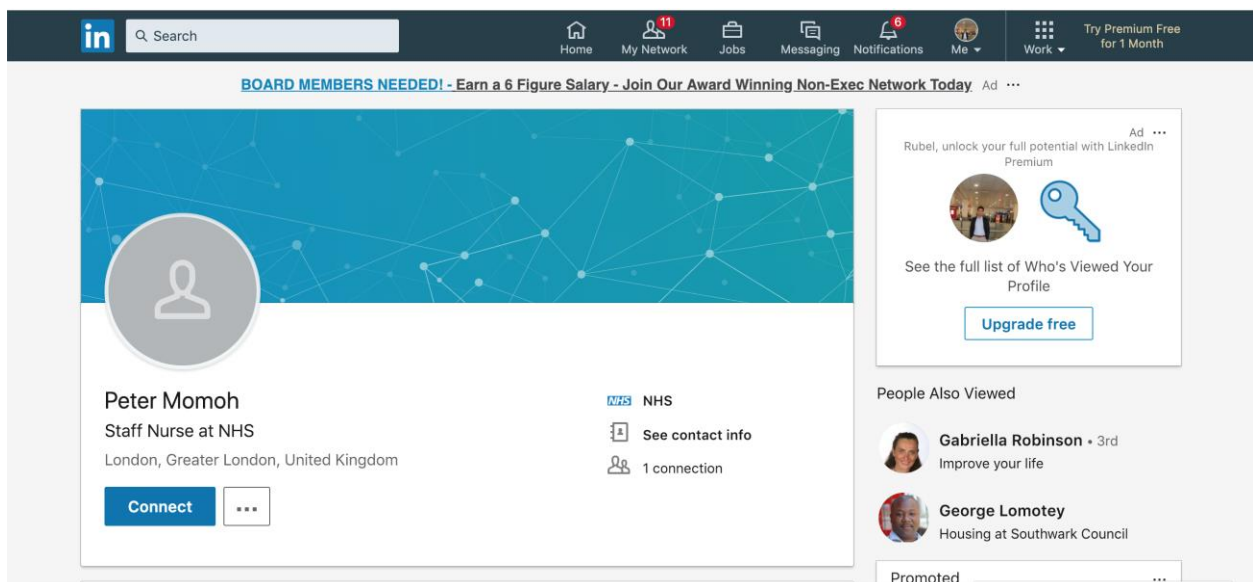
Appendix: 1

<https://www.facebook.com/pete.moroh>



Appendix 2:

<https://www.linkedin.com/in/peter-momoh-609aa412a/>



Appendix: 3

<https://twitter.com/PeterMomoh13>

The screenshot shows the Twitter profile of Peter Momoh (@PeterMomoh13). The profile header includes a circular profile picture of a man, the name "Peter Momoh", the handle "@PeterMomoh13", and the text "Joined July 2018". Below this is a blue button that says "Tweet to Peter Momoh". To the right of the profile picture, the statistics "Tweets 2", "Following 385", and "Followers 59" are displayed, along with a "Follow" button. The main content area is titled "Tweets" and "Tweets & replies". It shows two tweets from Peter Momoh, both dated "24 Jul 2018". The first tweet says "Laugh laugh who laugh last laugh the best" and has 1 heart. The second tweet says "Good day to all my best friend". To the right of the tweets is a section titled "Who to follow" with three suggestions: John Modest Sam (@Joh...), Mahmoud (@Mahmoud...), and Jimina Johnson (@Jimina...). At the bottom right, there is a section titled "Find people you know" with the text "Import your contacts from Gmail".

Peter Momoh
@PeterMomoh13
Joined July 2018
[Tweet to Peter Momoh](#)

Tweets 2 Following 385 Followers 59 [Follow](#)

Tweets [Tweets & replies](#)

Peter Momoh @PeterMomoh13 · 24 Jul 2018
Laugh laugh who laugh last laugh the best
1

Peter Momoh @PeterMomoh13 · 24 Jul 2018
Good day to all my best friend

Who to follow · [Refresh](#) · [View all](#)

John Modest Sam @Joh...
[Follow](#)

Mahmoud @Mahmoud...
[Follow](#)

Jimina Johnson @Jimina...
[Follow](#)

Find people you know
Import your contacts from Gmail