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How Technology Can Benefit Your Small Business

Every small business owner dreams of finding simple ways to lift their bottom line. At first glance, technology can feel complex if it's outside your normal realm, and it might also seem like an extravagance. However, through technology you can find simple and important opportunities for your small business to grow, making it a wise investment toward your future.

Explore e-commerce

E-commerce is growing by leaps and bounds, and in fact, some studies indicate [mobilized shopping](#) should see as much as a 200 percent increase in the coming years. With that in mind, it's no longer sufficient to just offer a website to customers, or even a plain-Jane e-commerce site. A superior shopping experience ensures customers seek your business over all others, staying faithful to your products and services now and down the road.

Consider your competition

Assembling a website nimble and pleasing enough to compete with mega online retailers takes some skill. Your website will make or break you in the world of e-commerce, regardless of how wonderful your staff is, how great your ideas are, or how outstanding your products are. It's the face your company shows to customers 24/7, and as Entrepreneur explains, this makes hiring

an appropriate [web developer](#) a critical choice. Your website should be intuitive, attractive, and informative, and your web developer is a key player in your future success.

The perfect platform

Looking forward, decide what sort of shopping experience you intend to offer customers. Considering both functionality and aesthetics, think about an appropriate platform and how that will play out.

For instance, WordPress can be an [ideal platform](#) for e-commerce, since it offers easy integration of plug-ins, superior functionality, and optimal security. There is a cornucopia of themes, allowing you to tailor your website to meet both your company's needs and those of your customers.

With all that in mind, hire someone who is an experienced [WordPress developer](#). Seek a candidate who can prove they've got a strong foundation in web fundamentals and who is fully versed in the WordPress ecosystem. You should ask for portfolio examples and check reviews from past clients, in addition to sussing out whether this is someone you can communicate with comfortably and effectively.

At their service

Customer service is a critical component in the long-term success of any business. With that in mind, consider some tech tools that take your [customer service](#) to the next level. As an example, you can broaden the opportunities for customers to connect through integrated, multi-channel support systems. This means shoppers can select the communication method most convenient for them, whether it's email, phone, online chat, or what have you, and you never need to leave them hanging as it all redirects to you.

The ideal customer support software is Cloud-based, meaning every employee in your business can access it to immediately respond to customer inquiries. It will also be highly secured in order to keep customer profiles and all other aspects of the software strictly confidential.

Connect and collaborate

Whether you're primarily B2B or B2C, businesses of all shapes and sizes can benefit from the many collaboration tools technology offers. Connection with team members, clientele, and resources can become quick and easy, boosting productivity and communication regardless of who is where. You can arrange [video conferences](#) from any location, enhancing mobility and cutting travel time. [Screen sharing](#) similarly allows you to see what team members are discussing, regardless of how physically near or far you are, and [instant messaging](#) and [file transfer](#) apps keep information flowing with a simple click.

Small businesses have much to gain through today's technology. You can keep in touch with your team and customers and offer the best possible shopping experience to ensure your company is relevant and competitive. In the end, what you invest in technology can be your key to success, both now and in the future.