



TECHNOLOGY LOVE IT OR NOT ITS HERE TO STAY

Instead of wondering what your business needs to keep up in technology, ask your customers.

Computer technology has made our lives better, or at least has allowed us access to information, businesses, services, and virtually instant communication via a variety of applications. We can conduct banking business from our phones or transfer money from person to person while sitting in the stands at a ball game. For those of us who have a few years under our belt, it can all be a bit overwhelming, and we typically use only a fraction of what is available.

I truly appreciate the value of the applications I use, but after sitting next to someone and watching all that they are able to do as their fingers fly over a keyboard or a smart phone, I realize how much I don't know.

As a business owner, or manager, what should this mean to us? Yes, most of us use a computer or smart phone for the basics such as email,

instant messaging and surfing the internet, but what about our customers? Are we providing them with all of the tools and services that they're expecting? Are we on the cutting edge of technology? Most likely we are only scratching the surface of what we should be providing, especially to our younger, and more technically proficient customers.

So, what should we do when we don't even know what our customers are expecting from us? How about taking the unique approach of simply asking them? Of course, I'm assuming that you've already checked out your competition to see what they're providing, but perhaps a survey of your own customers might provide some valuable insight as well.

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