



# TECH TALK

“Insider Tips to Make Your Business Easier, Run Faster and Become More Profitable”

## INSIDE THIS ISSUE:

How to Hire Top Talents with Advanced Tools	Page 1	Benefits of PaaS for Businesses	Page 2
Gadget of the Month	Page 1	Tech Tip of the Month	Page 2
Evaluate Employee Performance	Page 2	Keep Your Customers Happy With Better User Experience	Page 2
Zoom can be Life-Saver	Page 2	Technology Trivia	Page 2



We love technology and we love helping people.

Give me a call today for a quick (non-salesy) chat to work out whether my team and I can help you better secure your data and get more out of your existing Technology!

Scott Magee Managing Director

# HOW TO HIRE TOP TALENTS WITH ADVANCE TOOLS

Setting up the best recruitment tool can solve numerous business related problems. A major problem that almost every business encounters is hiring a qualified candidate. According to a survey, 87% of HR professionals reported that they could not fill positions with eligible and qualified candidates. Apart from that, many companies find it difficult to reach qualified candidates, provide a remarkable candidate experience, and maintain diversification in the workspace. You can solve these problems and numerous others by incorporating a top recruitment tool in your human resource department. Below, you will learn some benefits of using the tools for an effective hiring process. So let's begin:

Online recruitment tools increase recruiters' productivity. By shifting to advanced technology, your team will learn new methods and factors to identify the best talent.

These tools are a huge help for them to reach new people through social media.

Hiring the best candidate from a long list is an arduous task. However, you can automate your tasks using a recruitment tool, thereby saving precious time and effort.

While hunting down potential candidates, communication is

really important.

Using recruitment tools, you can maintain efficient and time-saving communication channels, effectively keeping applicants in the loop.

### Recruiting Tools you Should

The hiring process is no longer a manual task for most businesses. The reason top businesses are leading in this dense and competitive environment is that they focus more on hiring the right talent. With manual hiring, the partiality in the process has a great impact on final decisions. Even if they try not to bring emotions into the hiring process, people make mistakes. Therefore, it is the right time to switch to advanced recruitment tools and enhance the skills of your human resource team. Here are some popular options among top businesses:

### Recruitment Chatbots

Going through an interview, candidates are more comfortable communicating with an AI tool than a team member. By knowing they must communicate with the chatbots, they will be confident in being transparent. With recruitment chatbots, you can schedule interviews or take tests online. AI chatbots for recruitment not only help you make better decisions but provide an amazing experience for the candidate

### AI for Screening

The screening process provides essential information about candidates and compares the top applications. Depending on the number of applications, this process is time consuming. Moreover, screening hundreds of profiles of applicants will be discouraging for your employees. While reviewing applications, they might overlook things due to pressure. However, you can automate your screening process through artificial intelligence recruiting tools. These tools will shortlist eligible candidates, effectively reducing time and cost per hire.

### Reducing Bias Software

Recruiting teams who use artificial

intelligence to recognise talent can reduce the bias from screening, sourcing, and job descriptions. These AI-based tools will resolve the conscious and unconscious bias in the sourcing and screening process. These tools do not consider the candidates' demographics such as age, gender, and race. Rather, they focus on hiring based on talent and skills. Reducing bias from the workplace will prevail in bringing diversity among the candidates.

Traditional techniques for recruiting talent include posting ads in newspapers, and placing boards. To speed up the hiring process and recruit the best talent, integrate advanced tools in your recruitment department to attract better quality candidates.



## PHONESOAP

Did you know most phones are dirtier than your toilet? Awesome. Use this must-have UV phone sanitizer to get rid of 99.9% of all the nasty bacteria on your phone, keys, credit cards, and more. It'll fit just about any phone out there.

Sitting on a UV transparent plate, and surrounded by scientifically proven germicidal UVC light and a reflective interior, PhoneSoap kills 99.99% of all bacteria on your phone. Visit [phonesoap.com/](http://phonesoap.com/) to learn more and get yours.

# THREE WAYS TO EVALUATE EMPLOYEE PERFORMANCE

A performance management system enables you to evaluate the employees and helps you bring transparency to the process. These tools facilitate engagement and accountability of your employees across your organisation.

Factorial is a performance management tool that enables you to track the progress of each employee. This tool helps you customise the questionnaires and assign reviewers to easily manage and evaluate your teams. With this tool, you can generate custom reports, create employees' portals, add features in the individual portal and send a notification to the participants. You can access this software through a browser and your Smartphone.

You can also use factorial to integrate different add-ons and third-party plug-ins to streamline

your workflow. You can unlock numerous connector tools with Factorial if you have an account on Zapier. The tools you can integrate include Google Calendar, Slack, Gmail, and Outlook. Initially, they offer you a 14-days free trial that helps you assess the application. This management tool includes few limitations that might slow you down a bit.

Trakstar is a highly customized tool to assess the performance of your employees. This tool includes comprehensive features and offers detailed analysis. The interface of this platform is userfriendly and easy to understand. The developers designed this tool according to the advanced social media website so everyone can get the hang of it.

The top feature that this software offers you includes 360-degree/

multi-rater feedback, employee engagement surveys, and tasks management for thousands of employees. It also facilitates you with setting SMART goals, customizes appraisal forms, and creates a flexible workflow according to your business needs.

SAP is a popular and user friendly tool that enables you to develop and retain employees, reduce attrition, optimise benefits, drive engagement, and increase the productivity of your employees.

This intelligent tool includes RPA or AI and robotic process automation capabilities. Furthermore, you can perform embedded analytics.

SAP is an expert-recommended feature that offers flexibility to your employee management.

You can customise the SAP ERP based on your business infrastructure perform wide ranging tasks and activities.

It offers you an SAP API business hub that includes digital content packages with sample applications, and APIs.

This platform offers you a 30-days free trial period.

After the trial period, they will charge you every month depending on the users.



## IS ZOOM THE LIFE-SAVING TOOL FOR BUSINESSES DURING THE PANDEMIC?

The pandemic has shifted the way we perform our tasks and activities. After all, the entire world couldn't come to a standstill and needed to adapt to resume operations. However, we were ready for the change and performed all the tasks digitally through our computers, phones and tablet devices.

As we found many new and previously used Apps, Zoom was the life-saving tool for small and large businesses during the pandemic. Zoom enables employees to communicate and perform tasks to achieve business goals. Below, you will find some benefits of using Zoom as a conferencing tool during a pandemic:

- Zoom is easy to manage and set up. This tool is easily adaptable for many employees with minimum or no knowledge about technology.
- Zoom enables you and your entire team to communicate with each other and attend meetings.

- Employees can share files and communicate through video and chat to encourage businesses to grow despite pandemic situations.
- Meetings can be recorded for easy and convenient review at a later time, and with services like Rev.com you can get videos transcribed easily.
- You can install Zoom on any device, so people do not invest in expensive new computers.
- Zoom is not only facilitating small and large businesses to enable communication after COVID-19, but many educational departments, health sectors, and governmental organisations are communicating through this tool as well.



## KEEP YOUR CUSTOMERS HAPPY WITH BETTER USER EXPERIENCE

If your business has a website or an application for your users, you might have heard about user experience. User experience includes elements such as colors, layouts, fonts, and many more. Improving user experience will elevate engagement on your website, keeping you ahead of competitors. Focusing on user experience will drive more customers. Here are some tips you can follow to improve the user experience:

- Communicate with your audience and try to understand their behavior.
- Generate valuable insight from your website or application and check your audience's digital footprint.
- With AB testing, you can choose a successful version from two options.
- Keeping fewer elements on your website is better.
- Understand the current trends.

## BENEFITS OF PAAS FOR BUSINESSES

Platform as a Service (PaaS) refers to a remote cloud computing infrastructure. Here are the top benefits of PaaS:

- Remote Working Facility: Entirely web-based networking and working facilities no longer confine the designers and software developers to on-site infrastructures.
- Reduced Costs: With per-use costs, it is easy for businesses to avoid the capital investments and costs of hosting large computing infrastructures on-site.
- Multi-Platform Features: Developers and software designers can access and work on multiple projects simultaneously using different operating systems and devices.
- Latest Technology: Eliminate the risks of businesses optimising their out-of-date tech and tools.

## TIPS TO IMPROVE DATA SECURITY

- Focus on protecting the wall around the data and not just the perimeter.
- Visualise the internal and external threats and create a plan.
- Encrypt all the devices.
- Conduct a security audit twice a month and encourage employees to change their passwords.
- Remove redundant data and focus only on sensitive information.
- Invest in your IT infrastructure and integrate effective tools for cybersecurity.
- Revise your password policies and regularise complex passwords.
- Regularly update your applications and programs.
- Regularly back up your data to multiple locations.
- Restrict your employees by providing them access to the relevant data only.

## TECHNOLOGY TRIVIA TIME

Our December newsletter competition winner was Ian Haworth Bradley Manufacturing He was selected at random from the correct entries. Congratulations Ian!

The question this month is:

*The first webcam ever was deployed at Cambridge University, what was it designed to monitor?*

Email us at [hello@cirrusits.co.uk](mailto:hello@cirrusits.co.uk) with the correct answer before the 15th of February, and you will be entered into the draw to win a £25 Amazon Gift Card!

