

APRIL 2022



TALKING TECH

HELPING YOUR BUSINESS



FROM DAMIEN'S DESK:

Here we are in April. I always say at Christmas, blink and it is the end of the financial year.

We have successfully rolled out our new name DSP IT Solutions, logos and website. Check it out at

<https://www.dspit.com.au>



A report out recently from IDG states that phishing is at historic highs. What are you doing to protect your business? You **MUST** do something and make it sooner rather than later. In a recent webinar I presented, we discussed the fact that **your employees are your weakest link.**

What do I mean by that? Well, you as the business owner, can't be looking over their shoulder all of the time. They may inadvertently click on a link that downloads MALWARE or gives away important credentials.

Employees need to be educated on good cyber security habits. Ideally they know exactly what to look for and how to respond. With a Phishing email the response is to delete it.

dSP IT Solutions can help you improve your security posture and educate your employees.

Reach out by booking a 10 minute consultation on our website and we can get together to discuss.



Have a great month.
Damien Pepper - Managing Director
dSP IT Solutions

DID YOU KNOW?



In 2008 there were already more devices connected to the internet than people on Earth.

Crazy, huh?



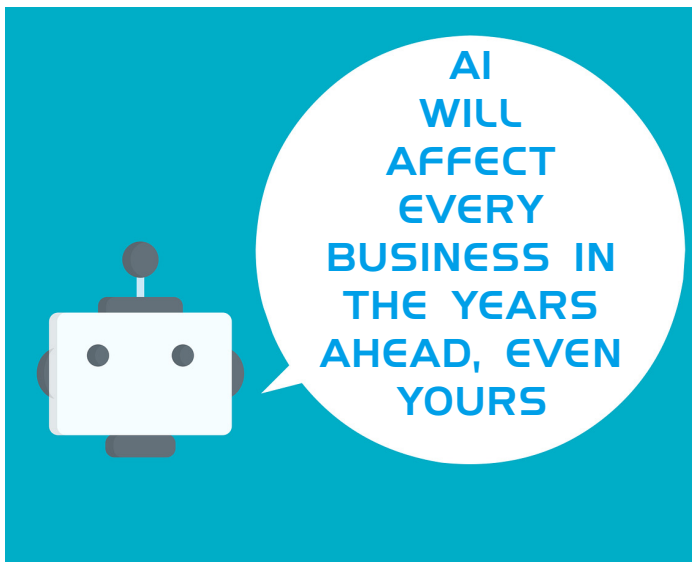
WE LOVE REFERRALS

The greatest gift anyone can give us is a referral to your business colleagues/friends. Referrals help us keep costs down so we can pass the savings to our clients.

Simply introduce me via email to damien@dspit.com.au or (03) 9001 0817 and I'll take it from there.

I personally promise we'll look after your friend's business with a high level of care and attention (just like we do with all our clients).

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Artificial intelligence (AI) makes it possible for machines to learn and adapt their behaviour as they gain experience.

The code that powers AI gets smarter and smarter as it's exposed to more data and scenarios.

As computers have developed more processing power, AI has become useful in lots of different ways. We believe every business will be using some form of AI in the years ahead.

AI IS RESHAPING WHAT'S POSSIBLE IN BUSINESS . . .

AI is already being applied in many different industries to carry out a range of specific tasks; with more and more use cases expected to emerge over the coming years as the technology gets more sophisticated.

AI is embraced by businesses because it can make their products and processes much smarter.

It can also save lots of time and remove the need for employees to do repetitive, manual tasks. Using AI can optimise existing business processes and result in a significant boost in how your business performs.

A key feature of many AI applications is the ability to process huge amounts of data very quickly.

This can give you real-time insights into opportunities and challenges as they occur.

Plus, the information can help you plan with more clarity.

HOW IS AI BEING USED TODAY?

While many types of businesses are using AI to improve a wide range of processes in a variety of different settings, banking, retail, and healthcare offer good examples of how AI can be used.

Many online retailers use AI to offer personalised shopping recommendations. These recommendation algorithms analyse data on previous clicks and purchases.

The more recommendations are tailored to your personal tastes... the more you end up buying.

With a huge number of transactions flowing through the global financial system each day, banks are increasingly relying on machine learning and AI to automatically detect fraud.

Working in real-time, AI helps banks to block dodgy transactions before they happen. This is key as stolen money can be difficult to track down and get back once it's left the victim's account.

Artificial intelligence is also transforming healthcare.

By giving medical professionals accurate data and insights, they can work faster while providing high-quality care to more patients. It also helps doctors make better treatment decisions and diagnose patients with increased speed and accuracy.

AI can help to encourage healthy living by coaching people on actions they can take to improve their health. For example, a smart-watch may learn an individual's behaviour patterns. And send well-timed notifications to start exercising if it notices they've been sitting still for too long.

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So, this is all well and good for big businesses but how will you use AI in YOUR business?

The chances are that you're already using some form of AI in your business. It's increasingly built into the software that we all rely on every day.

But are you taking full advantage of what's available? As a business, we track the latest applications that use AI to help protect us from cybercrime. And help staff collaborate and communicate better; to get their jobs done faster.

Let's talk about the latest smart applications that can help you!



HOW CRM TOOLS CONNECT YOUR BUSINESS WITH CUSTOMERS

CRM or Customer Relationship Management tools connect you with customers instantly and streamlines your relationship with them. That is why many businesses are shifting to CRM tools to improve consumer interactions' consistency and quality.

With a CRM tool, you can collect information and data about your customers. Understanding your customer will help you provide amazing products or services. CRM tools also help with customer segmentation.

Categorising your customers will help you understand the individual needs of customers and target specific audiences based on their liking and preferences. You can develop a better relationship with your customers by relying on customer retention. A CRM helps you follow-up with customers on appointments and other activities. When you actively respond to customers, they will know how serious you consider this relationship. With a CRM, you will be with your customers when they need you.

HOW TO USE #'S EFFECTIVELY

- # Local hashtags will engage larger audiences
- # Build a brand community using these hashtags
- # Use hashtags on Pinterest and Instagram to increase exposure
- # Create conversation through brand hashtags and specific products
- # Numerous search tools are available to search related hashtags
- # Use real-time or trending topics
- # Use the same hashtags to compete for marketing campaigns
- # Consistently update your content to increase engagement and reach

Most top brands in the world use hashtags for a successful branding technique. Hashtags filter the relevant content so users can discover similar posts. Follow the above tips to engage new followers and potential customers.



IT ISN'T LUCK, IT'S SEO - IMPROVE YOUR CONVERSION RATES USING SEO

Search Engine Optimisation (SEO) and conversion rates go hand in hand. SEO helps bring people to your website, but Conversion Rate Optimisation (CRO) helps make those visits more meaningful. If you aren't getting the desired conversion rates for your website, there are a few tips you can implement to get more from your SEO and CRO.

- **Speed Up Web Page Load Times:** If your website does not load within three seconds, there's a good chance that customers won't wait for your site to load.
- **Improve Your Visuals with Creative Designs:** You want your website to grab a user's attention and encourage them to click through the site.
- **Utilise Videos and Visual Aids:** If users are not staying on your website for a long period of time, add some videos. Users are more likely to stay on your site if there are things for them to watch or look at.
- **Use Strong Calls to Action:** A call to action is a great way to connect with your customer base and will make it easier to track the return on your investments.

HOW TO OPTIMISE YOUR BUSINESS WEBSITE

These basic optimisation tips can greatly improve your website:

Layout: Designing an attractive website layout grabs the users' attention and makes sure they come back.

Navigation: Easy navigation from one web page to another provides a user-friendly interface.

Content Optimisation: Optimise the content on your website according to the products/ services that you provide.

Categorise: Categorise the important elements of your website, so the users find what they are looking for easily.

Keyword Research: Keywords that correspond with your business, products, and services.

Responsive Call-to-Action: Add CTA buttons that are responsive in real-time.

NEED A LAUGH?



There was a safety meeting at work today. They asked me, "What steps would you take in the event of a fire?"

"BIG ONES"
was apparently the wrong answer!

DO YOU WANT TO WIN A VILLAGE CINEMA GIFT CARD?

The winner of last's month's Trivia Challenge Quiz was Pauline from Grace Professional Services. The answer was C) Commodore 64.

You can be the winner of this month's Trivia Challenge Quiz! Just be the first person to correctly answer the question below and receive a \$30 Village Cinema Gift Card. Ready?

Which company invented the hard disk drive?

- a) Hitachi
- b) Futjitsu
- c) IBM
- d) Xerox

Contact us now with your answer! (03) 9001 0817