

# WORKPLACE COMMUNICATIONS

## SELF STUDY - TASK 03

### Technology in Customer Service

**Directions:**

- Complete the PPT below and all the activities it describes.
- If you don't have time to complete all the work at one time, make sure to click **SAVE FOR LATER**.
- When you completely finish the handout make sure you click **FINISH** to save your work and get credit. If your work does not save properly, please contact your teacher right away.

### Pros & Cons of Technology in Business Today

by Chris Joseph

Technology is as much a part of the modern business world as coffee machines and water coolers. Computers are ubiquitous, and procedures such as billing and shipping rely on automation, at least in part. While technology offers an array of benefits to businesses, it also comes with many potential drawbacks.

**Benefit: Saving Money**

Technology limits the need for people to be in the same physical location, for example when companies hold a teleconference with several employees located in different branches or when they allow employees

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to telecommute from home. In some cases, this can save companies money because they do not have to pay travel expenses. When employees use technology for telecommuting, they can work in the comfort of their home instead of traveling to a workplace.

### **Benefit: Saving Time**

Technology can decrease the time it takes to accomplish a task, which can ultimately save money and increase productivity. Communication speed also increases. Instead of sending a message by postal mail, using email or fax can deliver it instantaneously. Technology can also speed up various manufacturing processes, as machines and computers can do work that was once performed by humans more quickly and efficiently.

### **Drawback: Dependency**

On the downside, the use of technology doesn't always result in greater efficiency. Companies that depend heavily on computer systems to conduct business can come to a virtual standstill if the system breaks down. There is typically a learning curve that accompanies the introduction of a new process, which can lead to a loss in productivity and disgruntled employees. For employees who telecommute and experience computer problems, it may be more difficult to receive timely technical support.

### **Drawback: Need to Upgrade**

Some technologies contain features that need to be upgraded regularly, which can result in an additional expense for the company. For example, companies may need to change computer software frequently just to keep up with industry trends. Entire computer systems may also need upgrading every year or two. Companies that employ telecommuters may face the additional expense involved with sending a computer technician to a worker's home to install new equipment or programs.

### **Effects on Customers**

Technology can have both a positive and negative effect on your customers. While some customers may enjoy the convenience of paying bills online, others may see this as a possible invasion of their privacy. Some may consider being routed through a phone tree standard operating procedure in modern business, but others may be frustrated when they cannot reach a live person to help them with a problem.

From: <http://smallbusiness.chron.com/pros-cons-technology-business-today-2709.html>

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**Go back to the PPT and complete the remainder of activities**

#### **Check Yourself...**

1. Did the article persuade you to take a certain viewpoint concerning the use of technology in customer service? Why or Why not?
2. What is one thing you learned about the use of Technology in customer service? Use a quote from the article in your answer.
3. Do you feel the use of technology is taking over too much of our society or just the right amount? Why or why not?

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**Reflection and Accountability:** *Answer the following questions.*

1. Who did you work with in completing this assignment (English Names)? If you worked alone, just write **Myself**.
  
2. What is one thing you learned from completing this activity.