Productivity Applications Other Tools

Digitalise your Business !

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Lesson's Objectives

- Improve and learn innovative ways to communicate with clients
  - Inbound communication
  - Outbound communication

- Incorporate the use of new productivity tools in your business

Learning Units

We will go through the following units:

- Google Forms
- WhatsApp Business
- QR Codes

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Lets go!

Google Forms

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What does Google Forms do?

- With Google Forms you can create questionnaires and surveys to gather information from your clients using:

  - a mobile phone or a web browser
  - without having to use any special software

- You can see the results instantly, analyse them and to create graphs for powerful presentation

Features & Benefits
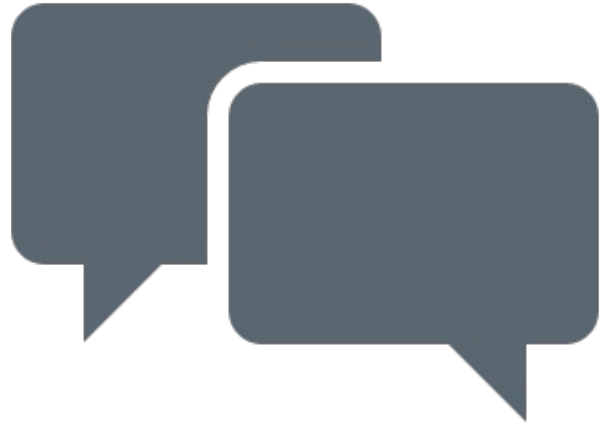
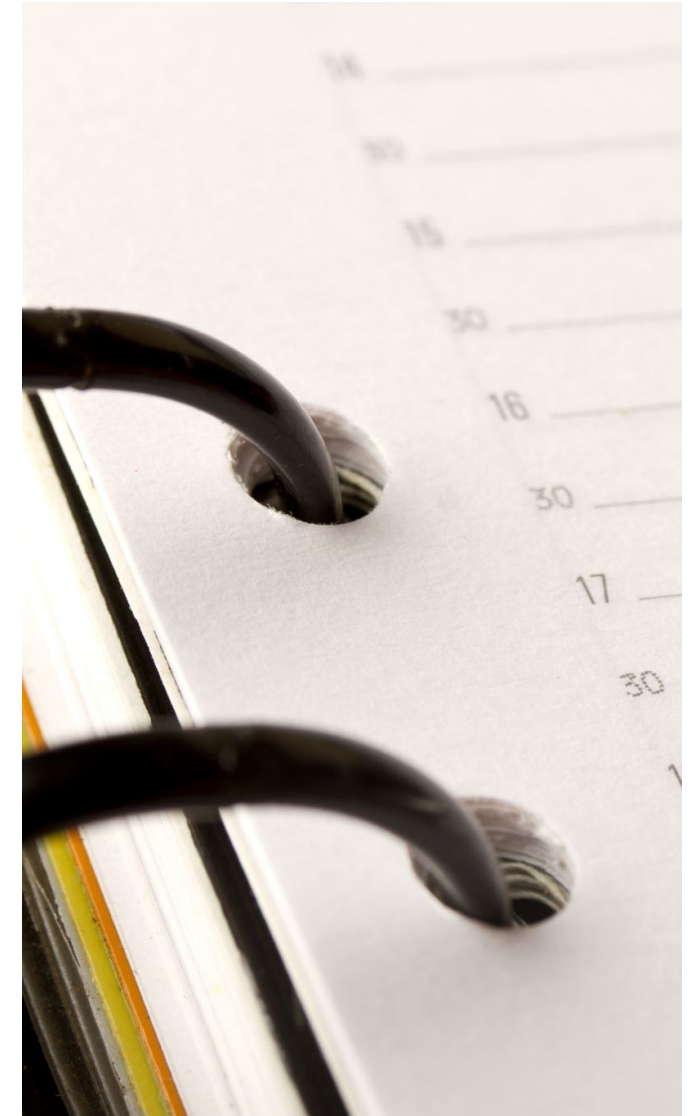| Collecting data	Customizable	Easy to use
Cost-effective	Time-Saving	Accessibility

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More Features & Benefits

- Easy way to collaborate with clients and staff

- You can create unlimited forms

- You can upload files elements

- You can get feedback based on different answers

- Data is gathered can be easily exported to an excel file

What can I use it for?

- Take surveys about a product or service
- Create registrations for an event or presentation
- Make bookings for an event or service
- Take tests or quizzes
- Make quizzes that are automatically graded
- Create sales forms

What can I used it for? (2)

Contact details

Event Registration

Comments on an event

Quiz

Order forms

Customer feedback

Job application

Confirmation

Schedule an appointment

Premise request

Thank you!!

WhatsApp Business

Maximise the outreach
of your communication

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WhatsApp Business

- It's a free application focused on small and medium-sized companies.

- It simplifies communication between customers and companies.

Features

BUSINESS PROFILE

MESSAGING TOOLS

LABELS

WHATSAPP WEB

CATALOG

WHATSAPP PAYMENTS

WHATSAPP BUSINESS API
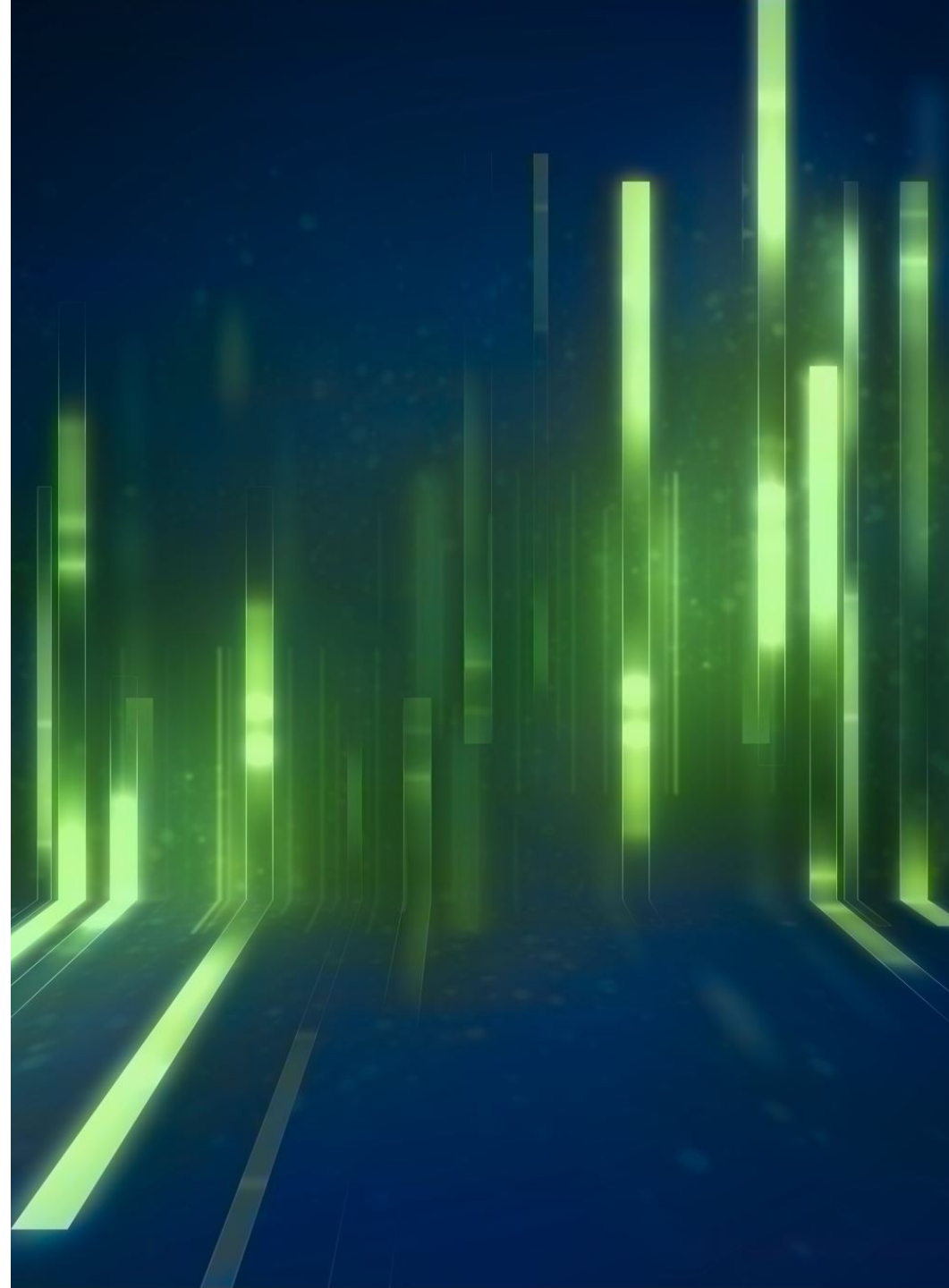
Benefits

- It gives you the possibility to connect with a whole new audience.

- Ensures a high rate of open communications.

- It opens a direct conversation channel.

- Provides multiple possibilities for automating responses.

- You can drive traffic to Whatsapp from your Facebook Ads.

- Allows you to connect Whatsapp with other business tools.

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What can I used it for?

- To provide details of the purchase made.
- To inform about your news
- To launch a promotional campaign
- To welcome the customer
- To inform the customer about the status of their order
- To deal with live enquiries
- Increase engagement
- Add value to your customers
- Send customers your location
- For orders and home deliveries

Advantages and disadvantages of WhatsApp Business

Advantages	Disadvantages
- Wide reach	
- Immediate interaction	- Not Data Protection Act compliant in all countries
- Visualisation of message status	- Not practical for large support teams
- Favours familiar communication	- Limited automation options
- Diversity of formats and contents- Customer groups	- Not the best protection against data loss
- Product catalogue.	- Lacks integrations.

Thank you!!

QR Codes
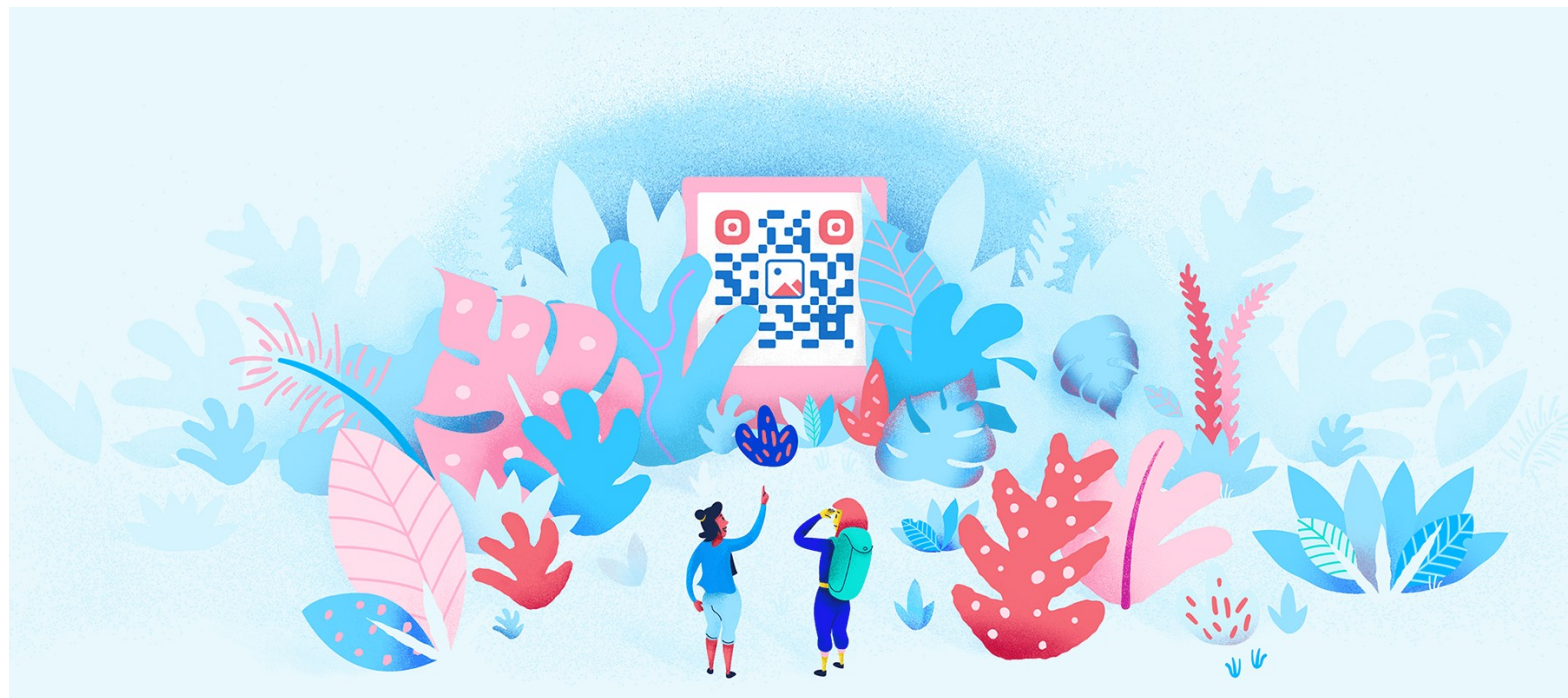
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What are the QR´s codes?

- Quick Response Code is a type of barcode with a square shape, consisting of a two-dimensional image. They store information according to a unique dot-matrix sequence.

- QR codes can be scanned with the camera of a smartphone or tablet using a pre-installed code reader with an internet connection.

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What does QR do?

- They are used in commercial premises such as shops, bars, restaurants, hotels, and even gyms and sports centres.

- They can also be used at events, study centres, museums, theatres or public transport, so that visitors can find the information they are most interested in.

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Features

- High-capacity storage
- Easy to create
- Versatile
- Quick and easy to scan
- Trackable

Benefits

- Enhanced customer engagement
- Contactless transactions
- Cost-effective
- Increased efficiency
- Improved security

What can I use them for?

QR (Quick Response) codes can provide several benefits for small businesses, including:

- Marketing and promotions
- Customer engagement
- Loyalty programs
- Event management
- Inventory management
- Safety measures:
- Product authentication
- Information sharing

What can I use them for?

- Open a web page in a browser.
- Display a location on Google Maps.
- Sending an email with key information to the recipient.
- Connect to a WiFi network.
- Redirect a user to profiles on social networks such as Twitter or Facebook.
- Download a file in PDF format.
- Display an image.
- Open the APP store or Play Store to download a
- specific application.

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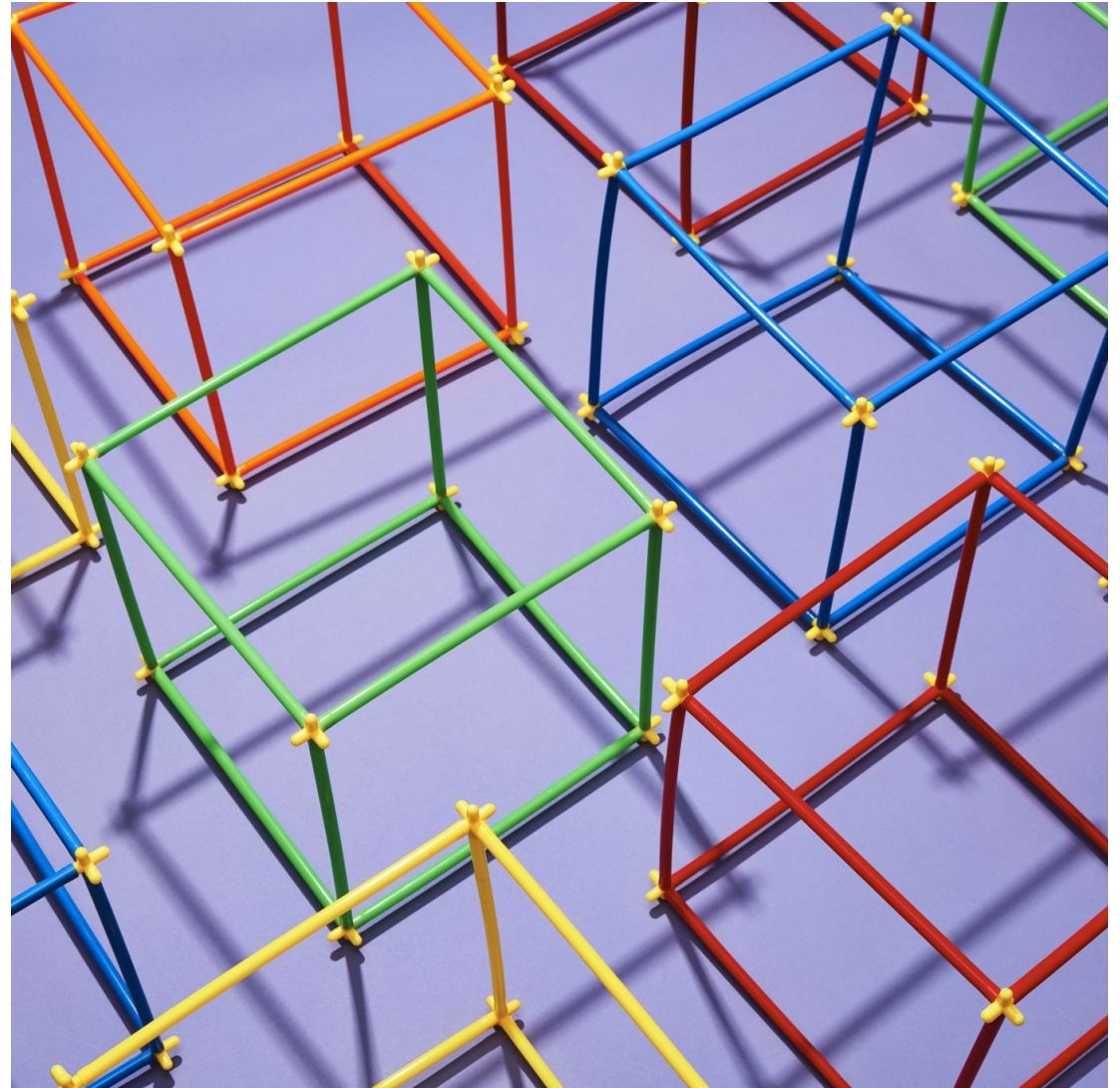
How to create a QR code for my company step by step?

Determine — Determine the content to be encoded: This could be a URL, contact information, text, or any other type of information.

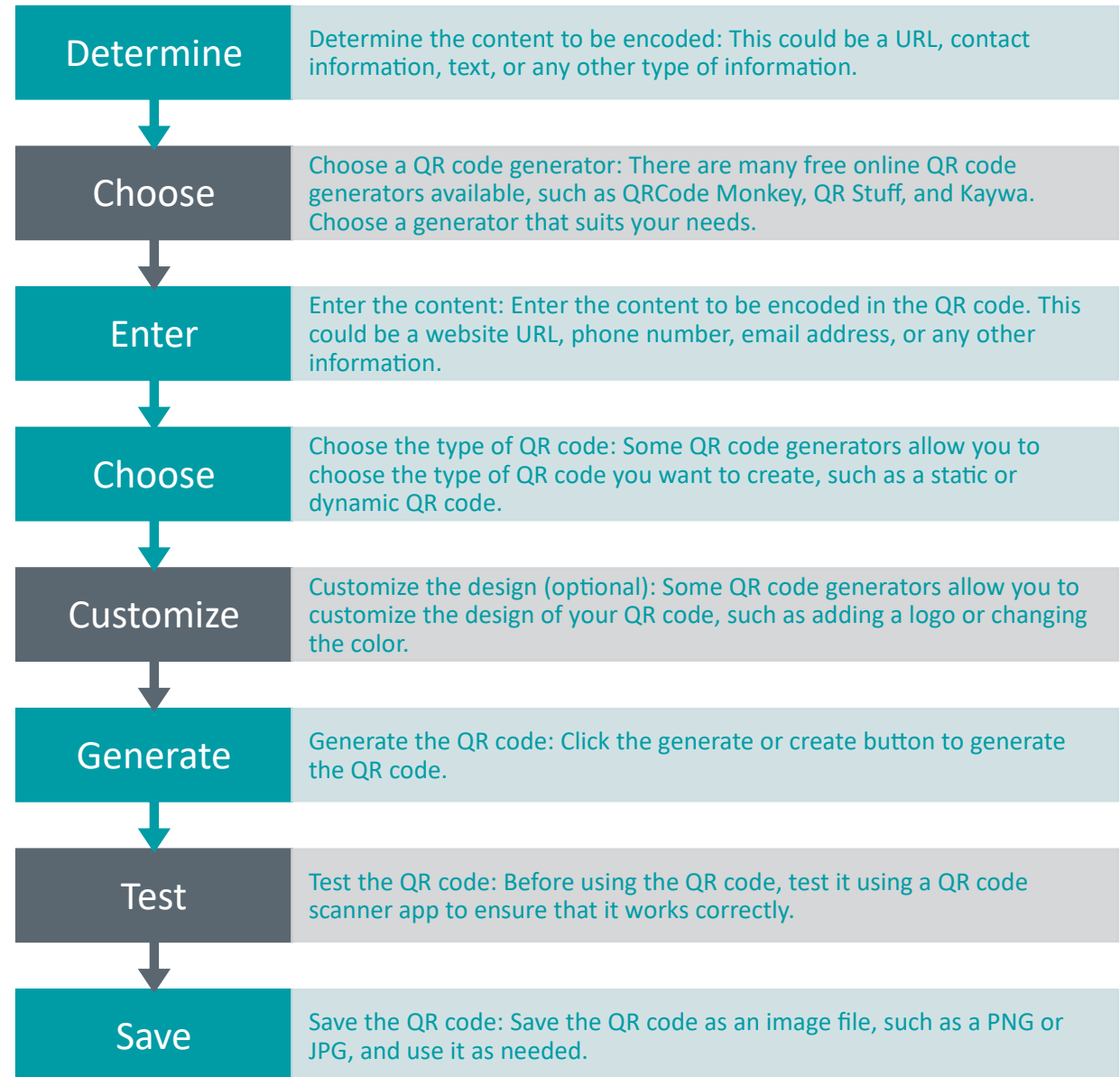**Choose** — Choose a QR code generator: There are many free online QR code generators available, such as QRCode Monkey, QR Stuff, and Kaywa. Choose a generator that suits your needs.

Enter — Enter the content: Enter the content to be encoded in the QR code. This could be a website URL, phone number, email address, or any other information.

Choose — Choose the type of QR code: Some QR code generators allow you to choose the type of QR code you want to create, such as a static or dynamic QR code.

Customize — Customize the design (optional): Some QR code generators allow you to customize the design of your QR code, such as adding a logo or changing the color.

Generate — Generate the QR code: Click the generate or create button to generate the QR code.

Test — Test the QR code: Before using the QR code, test it using a QR code scanner app to ensure that it works correctly.

Save — Save the QR code: Save the QR code as an image file, such as a PNG or JPG, and use it as needed.

Thank you!!