

Crankiva Woods Case

Over the years, technology has caused a considerable explosion in trade. Due to technological breakthroughs, many traditional business models and concepts have been revolutionized. Technology has allowed people to look at things from a new perspective and approach what they have already gained from a new perspective. Technology has also given humanity greater efficiency for doing business. Some of the areas where technology is critical for business include point-of-sale systems, ICT in management, accounting systems, and other complex aspects of day-to-day operations. Even such a simple thing as a calculator, revolutionary in its time, appeared with the help of technology. It is hard to imagine going back to doing tasks manually because it would take people back a hundred years.

In the case of Crankiva Woods, it is necessary to provide an informational solution to the problem to improve the quality of service. Firstly, manual verification takes much time and may be inaccurate. That is why this worsens customer service, as there are urgent orders that cannot be satisfied timely. Moreover, the human factor plays a vital role in business. Neither analysts nor programmers who set up data collection, nor marketers who visualize data in reports, can renounce the usual human “I forgot/overlooked/lost.” Such situations always turn out as losses for a business. That is why automation exists: those routine processes where a person can accidentally make a mistake leading to significant financial losses can be given to a machine. Furthermore, the involvement of technology enhances human decision-making and offers process improvement.

Another reason for introducing technology in a construction company is the use of fewer resources for a lower price. Since human labor is rather expensive, it will be more reliable and profitable to use information technology. Moreover, a person often becomes overworked quickly, which significantly reduces the quality and speed of work. Consequently, the introduction of technologies helps serve more customers and increases the

company's profit. Additionally, technologies will allow storing much more information and structuring it for finding and consulting clients quickly. Therefore, the necessary information will be received instantly and without delay, unlike when connecting in person since the supplier may simply not answer the call or provide erroneous data.

In this situation, it is crucial to determine the optimal solutions. Firstly, it is necessary to create a website on which all the necessary data will be collected. Also, the site can serve as a company's business card since it is more convenient for most customers these days to make an application online rather than by phone. To do this, Crankiva Woods needs to hire an employee responsible for the creation and continued operation of the site. Moreover, advertising on the Internet is gaining popularity now, which can be used as another benefit.

Another positive solution would be to hire a competent SMM manager who will take responsibility for setting up targeted advertising. This approach allows finding customers by collecting and analyzing the necessary data quickly. If a person enters a request for wooden flooring or other building materials presented on the company's website, they will be offered targeted advertising of the company. Consequently, the flow of customers and business profits will increase significantly. In addition, the technology will allow the company to work around the clock due to the correct design and content of the site. Notably, prices will be updated automatically, and employees will not need to spend their time checking the prices with suppliers. As a result, there will be no need to keep a large number of workers since the automation of all processes is much more profitable.

Along with numerous benefits, there are also some challenges associated with the introduction of information technology. The major roadblock is the search for competent professionals who will ensure the smooth operation of the site. Moreover, if the implementation is provided, it is likely that the staff will have to be reduced. Therefore, it is

also not easy since people may be against it, and the managers will need to explain the situation correctly in order to avoid negative consequences.