phrixus TECHNOLOGIES

TECH TALK
MONTHLY

YOUR MONTHLY DOSE OF
TECH & BUSINESS NEWS

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Monthly update from Mark

Every time I go to look at the latest technology news, it seems that things are speeding up.

And I don't just mean with the big "wow" stuff like internet access from space, AI spotting diseases in people before doctors can, and even Elon Musk helping a monkey play computer games with just its mind (yes that's really happened).

No, I mean with the software that businesses like yours and mine use every day.

Take Teams as an example. It's the collaboration app Microsoft has been putting so much effort into improving in the last year.

Already its been better integrated into Outlook. It has automated meeting recordings and transcripts. And you can use breakout rooms in video calls.

But there's so much more to come. I just looked at the product roadmap for Teams on Microsoft's website (you can find it easily on Google if you're curious).

At time of writing, there are 28 new developments being rolled out, and 196 more in development! Impressive.

This is what I love most about technology. It's always changing and improving. And giving us all more options to work better.

I'd always love to talk about your business. You can reach me at mark@phrixus.com or 02 9457 6416 [ext 401]

Until then, stay safe,

Mark

DID YOU KNOW?

Email is older than the world wide web.

Ray Tomlinson, the man responsible for the @ symbol in email addresses, invented it in the 1960s at MIT. His program called MAILBOX allowed people to share files and messages on shared computers.

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NEWS FROM THE COALFACE

I MARKETING

Marketing automation can be broadly defined as software that lets the day-to-day execution of campaigns happen automatically.

Businesses use it as a way to nurture leads and free up their marketing teams to focus more heavily on strategy.
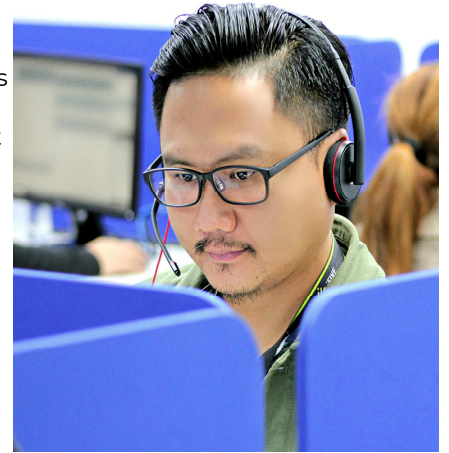
One of the most significant impacts of marketing automation is the way it allows small businesses to compete with even their most enormous competitors on a level playing field. In many ways, this was thought impossible only a few short years ago.

You can see marketing automation in many of the email campaigns you receive, the ads that fill your social media feeds, and the ways that businesses notice and respond to changes in customer behavior.

I CUSTOMER SERVICE

Customer service automation gives businesses a way to provide support to customers 24/7 without the need to have staff involved in each interaction.

Chatbots are a great example of this, and artificial intelligence can make them pretty smart at understanding what customers are asking. So, they can quickly give the right support before a human needs to get involved.

I EMPLOYEE ONBOARDING

When someone joins a company, the onboarding process can shape how they view their new employer and how quickly they can hit the ground running.

Do it wrong and you risk facing problems with employee retention and staff morale. You could even end up with a bad reputation that makes you less attractive to potential new hires.

There's a lot of room for manual error with onboarding, even with the most rigid guidelines in place.

With so many moving parts that involve so many different people, automating the onboarding process can help to make sure that all boxes are consistently ticked. Reducing the risk of human error and saving everyone an awful lot of time.

I WORK CLOSELY WITH IT EXPERTS TO IDENTIFY OPPORTUNITY FOR AUTOMATION

Automation is not an all-or-nothing option. Most businesses see the best results by blending automation with more traditional ways of working. You have to find the right balance for you.

Far from threatening people's jobs, the right automation can help to reduce your team's workload, and free them up to focus on the things that drive your business forwards.

Time is precious. Giving your team some of it back can completely transform their productivity and enjoyment of their work.

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① HOW MUCH OF YOUR BUSINESS CAN BE AUTOMATED?

Automation is transforming the way the world works.

Businesses of all sizes are embracing huge advances in technology to help them get things done on autopilot.

Implemented well, automation will help reduce your staff's workload, increase efficiency, reduce costs, boost the quality of customer service, and help you use new data and insights to optimize performance.

The benefits will be felt by customers as well. As your competitors start to transform their businesses through automation, expectations can quickly change. If you don't adapt, you risk falling behind and losing customers.

Here are three of the main areas that are ripe for automation in many businesses.

①

INTEGRATE IT WITH OTHER APPS

OneNote integrates very well with the rest of the Microsoft 365 ecosystem. Did you know there are also a load of third-party apps that integrate with it?

From Zapier to Feedly, it's worth exploring the ways that OneNote can work better with the rest of your technology.

②

TURN ON DARK MODE WHEN THE LIGHTS GO DOWN

If you're burning the midnight oil and the bright light of a white screen gets a bit too much, OneNote has an excellent dark mode feature. It turns everything dark while still maintaining enough contrast to make it easy to keep working.

③

PASSWORD PROTECT PRIVATE SECTIONS OF YOUR NOTEBOOK

If you're using OneNote to write or organize information you want to keep private, you can password protect individual sections of your notebook.

This can make it difficult for others to view things you'd rather they didn't see. Be careful though... adding a password doesn't encrypt it. And if you lose your password you lose access to your notebook.

④

EXTRACT TEXT FROM IMAGES

OneNote supports Optical Character Recognition.

This lets you throw a picture into OneNote and have the software automatically extract the text for you.

This can save a lot of time if you need to get hold of text from an image and then paste it into other documents. It can make quick work of a stack of business cards, avoiding the need for you to type all of the phone numbers and email addresses into your computer.

② **FOUR USEFUL FEATURES IN MICROSOFT ONENOTE**

OneNote is a brilliant tool for staying organized and on top of all of the bits of information you collect throughout each day.

But are you using the Microsoft 365 app to its full potential? Here are four useful features you may not have tried out yet.

WE LOVE REFERRALS

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

If your friend ends up becoming a client - we'll gift them their free first month of service (for being a friend of yours) AND we'll gift you $500 cash.

Simply introduce me via email to mark@phrixus.com and I'll take it from there. I personally promise we'll look after their business with a high level of care and attention (just like we do with all our clients).

File and Folder pathway lengths and character limits – things to consider

Creating folders and files in Windows is a relatively straight forward process and doing so would not normally come with any negative consequences. In Windows, there is a limit on how long a file path can be, Microsoft say 260 characters in a pathway is the maximum number of characters that you are allowed to have.

Here is an example of a file path: C:\Users\Example Folder1\ Example Folder2\Example Folder3

Each character above, including the letters, colon, forward slashes, numbers etc, is included in the overall length of the file path. As you create more folders within this folder structure, the greater chance you have of exceeding this character limit.

When you do exceed this character limit, you will start to be inhibited in what you are able to do within these folders. If you save files to locations where the character limit is exceeded, you will start to notice syncing/saving issues occur.

When creating folders and saving files to these folders, it is always recommended to shorten the folder and filenames wherever possible, that way it will decrease the chances of the pathway exceeding the limit and save the inconvenience of having to adjust files and folders at a later date.

NEED A LAUGH?

Autocorrect can go straight to he'll

TECHNOLOGY TRIVIA

What was the first game made by Nintendo and in what year?

The first person to email me at **mark@phrixus.com** and give a correct answer gets a $50 Amazon Gift Card .
Well done to Donna for being the first correct answer received last month.

Phrixus Technologies supporting the Can Too Foundation and raising funds

Mark has joined the Can Too half marathon training program in preparation for a half marathon at the end of May.

All money raised with the Can Too Foundation supports community cancer prevention programs and cancer research.

All you need to do is go to the link below to make a tax-deductible donation to the fundraising page:

https://www.cantoo.org.au/fundraisers/ markgiles

Thanks for your support, together we can make a difference.