

Stop Wasting Time and Make More Money

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The difference between a successful business and one that lags behind can be found in the little decisions that shape everyday operations. Beyond great products or services, businesses need to find ways to avoid time wasters that steal chunks out of the workday, reduce profit margins or slow down performance. Look for ways to add convenience and efficiency to everyday operations by cutting down on annoyances and complications that affect your bottom line.



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Make Use of Social Media

People do business with people, not just with companies. That's where using social media can help. It'll enable your customers to view you as a personable source of solutions and success; a true business partner. Along with using email or phone calls to schedule service appointments, confirm purchases or report problems, add social media as a conduit to reach your staff. Social media can't replace formal work orders and trouble tickets. But it can speed up the initial contact that instigates customer engagement. Set up a separate social media account for customer service inquiries, which can lead to formal service calls. Social media also gives you opportunities to publicize your expertise and offerings, showcasing your company as a source of authoritative advice and solutions.

Speed Up Online Access

Most businesses panic at the thought of going offline, let alone doing without Wi-Fi and web services for more than a few moments. Along with assuring that your internet connection offers rock-solid uptime, verify that you have enough bandwidth for your ongoing needs and that your connection provides service that's fast enough to keep up with your business processes. If you're still hanging on to online service that looked like a speedy bargain a few years ago, it may be time for an upgrade. Ask your current internet service provider to quote prices on faster bandwidths and compare their offerings to those of competitors that serve your area. When you outgrow your connection and don't upgrade it, you compromise your ability to expand and earn.

Maintain Equipment Consistency

As you cost out new technology, choose multiples of the same products so your staff shares consumables and supplies. That way, you can buy in larger quantities and avoid the need to source different supplies, such as toner or inkjet cartridges, for various

equipment models. If some of your staff needs equipment that differs from what the rest of your employees require, tracking usage can help you determine how often you run out of those basics. If you standardize your other supplies, including paper, pens, folders and envelopes, you can cut down on waste and simplify the process of “stocking up.”

Replenish Supplies Automatically

Once you get a handle on how often you need essentials, take advantage of the various auto-replenishment programs Office Depot® has to offer. For instance, with the Print IQ™ by Office Depot program, you will save time and money in a smart way, starting with Automatic Toner Replenishment. This free service measures the levels of your printer toner and will automatically ship you the amount you need, before you run out.

Additionally, look to Office Depot for the smaller items that are necessary to keep your business running. With subscription ordering you can assure that you won't run out of the necessities that keep your business running. Of course, you can always change your standing order by adding or removing items and responding to special requirements, such as additional binders for a big presentation or core supplies for a new employee.