**Cost reductions through using IT**

Copy and paste the contents of this document below into your 06. Changing Markets and New Opportunities Document (Part 4)

**Part 1**

Research 4 different ways companies can reduce costs using IT

|  |  |
| --- | --- |
| Cost Reducing Action | Description and how it saves money |
| Removing physical data | Don’t need to file data away and store the physical sheets of paper |
| Opt to use free apps | Save money on app cost since the apps are free |
| Remote working | No expenses for the work building if people work from home |
| Automate where possible | Less need to pay employees due to robots and ai doing the same job |

**Part 2**

Research 4 different ways companies can improve customer service.

|  |  |
| --- | --- |
| Customer Service | Description and an example of how it can be used by a company to improve customer service |
| FAQ | It makes the customers life easier by showing some common questions that people have, like troubleshooting |
| IRC | Online messaging for talking to customer support and online forums |
| Social Media account | It can help manage a company's reputation and improve customer service by being an easy contact |
| Online help video | A video that someone can follow to help solve their problems |