HOOP5

In the HOOP

YOUR MONTHLY DOSE OF TECH TIPS & HOOP5 NEWS

INSIDE THIS ISSUE:

HOW DISTRIBUTED CLOUD COMPUTING ENHANCES USER EXPERIENCE

As cloud technology is gaining popularity, businesses are encountering challenges such as security and reliability. This explains why the cloud market, edge computing, multi-cloud, and hybrid cloud are staging the ground for distributed cloud computing.

New generations are ready to move on from traditional methods and technologies to the cloud. This is possible once businesses access the distributed cloud computing technology to enhance user experience and other tasks.

What is Distributed Cloud Computing?

Distributed cloud computing is a technology that provides businesses with better knowledge about the market to fulfill customers' needs with inexpensive IT systems. There are three origins of the distributed cloud:

- Public cloud
- Hybrid cloud
- Edge computing

Benefits of Distributed Cloud Computing

Public cloud providers distribute services in different locations. The facilities are available to organizations that require lowlatency computational abilities. This will help control the consistency in the location to manage the public and cloud infrastructure through a single channel.

Distributed cloud computing will provide major benefits with improved performance. This is possible after eliminating the latency problems and reducing the risk of control plane inefficiencies or global network outages.

With the distributed cloud, you can create cloud networks, storage, and compute in a shared environment. These storage networks are available in different zones. Some experts call these zones substations, which makes a lot of sense after understanding their qualities. For instance, you can use the nearest branch of the local post office to avail their services.

The support, innovation, and productivity will not change because the public cloud providers will be responsible for managing distributed cloud substations. Below, you will find some benefits of the distributed cloud:

Distributed cloud will increase compliance. This will ensure that the data is available in a specific location where customers can easily avail benefits.

The system will reduce the risk of network failure as the data is available in local and semi-local subnets. Different compute zones will be available with an increasing number of locations.

Distributed Cloud Computing and Enhancement of User Experience

Distributed cloud computing tools enable businesses to process data in real-time. They can also manage their data and create a data foundation. They can enhance the user experience by driving new and innovative strategies with accuracy, consistency, and relevant data. Distributed cloud computing solutions allow businesses to customize their solutions to develop long-term customer relationships and offer faster, seamless services. With this advanced version of cloud computing, they can enhance their responses to discover customer preferences.

Distributed Cloud Computing and Future

Technology experts are planning the future of distributed cloud computing by keeping in mind the business sector's needs and interests and similar industries. They focus more on cloud strategy, which concisely provides faster and better solutions to businesses.

Technology plays a vital role in enhancing business performance. However, businesses still need a solution so they can simplify their complicated IT structures. To drive better outcomes, businesses require an IT solution such as distributed cloud computing to simplify their tasks and activities and facilitate their customers with a better user experience.

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TOOLS THAT EVERY BUSINESS SHOULD HAVE

Technology is expanding its roots across all domains of the business world. Similarly, technology is making a massive impact on the hiring process. By integrating an AI-based recruitment tool, recruiters access candidates' profiles and get an easy platform to post job applications. Modern AI technology is growing popular and making recruitment tasks effective and efficient.

You can seek help from Artificial Intelligence technology to find a perfect candidate. Numerous tools are available online for this purpose. This software is perfect for hiring managers and recruiters as it improves their processes. Developers use these AI tools for numerous algorithms, such as Google algorithms, to predict customer searches. Similarly, this artificial intelligence algorithm also helps businesses recruit qualified candidates quickly. Here are some of the ways AI helps in recruitment tasks:

Sourcing Candidates

AI reduces your time to find and recruit a potential candidate. Your recruiters no longer have to browse through LinkedIn profiles, attend career fairs, and post jobs online to find eligible candidates. With artificial intelligence, you can automate these tasks and find candidates while focusing on other tasks.

Screening Applications

Artificial intelligence can sort all the resumes from candidates so you can make a better decision based on qualification and skills. It isn't possible for humans to analyze and sort all the job applications accurately and quickly.

With AI, you can screen hundreds of resumes and search for the best candidate with relevant past experience and other qualities, reducing the time it takes to review applications.

Communication

Artificial Intelligence facilitates you with better communication with the candidates. Businesses use Chatbots for customer services. Now you can use the same technology to reach qualified applicants, allowing you to gather their information and call them for an interview. These advances enable you to analyze candidates' personalities to help you choose a better candidate.

Candidate Experience

Most candidates don't receive a good response from recruitment teams. Sometimes, they fail to receive a response, once they send the resume and job application. This can create a negative candidate experience, affecting your business credibility in the market. If you want to hear from the candidate, you can provide a positive experience by automating an AI-based recruitment tool to your business.

Reduce Bias

Other than improving the candidate experience and saving your time, you can use artificial intelligence to reduce bias in the recruitment process. When you use the workforce to hire candidates, there are high chances that the recruitment teams give biased responses. So with AI recruitment tools, you can diversify your teams, neglecting all racial, religious, and gender biases.

In conclusion, business owners are still unsure if they should adopt AI-powered recruitment tools for their business. They are struggling to trust artificial intelligence and consider the workforce better than these advanced technologies. However, it is essential to understand that artificial intelligence is not a competition. Rather, it is a tool to facilitate and streamline arduous tasks.

HOW HOOTSUITE CAN MANAGE YOUR SOCIAL MEDIA CAMPAIGNS

Marketing has changed a lot since technology took over our business sector. We no longer require traditional marketing techniques to promote the product and services as social media platforms engage people on the internet. Today, most popular platforms on the internet, such as Facebook and Instagram, focus on social media marketing for business.

Various tools are available to increase the audiences' engagement and business exposure. Hootsuite is one of the most popular Social Media Management Systems out there. It allows you to track your social media marketing on different channels. Below, you will find some benefits of Hootsuite to manage your social media campaigns.

- Hootsuite enables you to manage different social media channels from one platform.
- The tool provides multiple access for your social media team, decreasing human error.
- You can also manage customer service from this platform.
- Generate complete insights with information such as top referrers, number of clicks each day, etc.
- Post and schedule your posts on different platforms at once.

TIPS TO HOST A BUSINESS MEETING UTILIZING ZOOM

- Plan your meetings with a scheduling app.
- Create recurring meetings with saved call settings. This helps avoid repetitive adjustment of the tool. Saving your settings saves you a lot of time for you to meet with the same group multiple times.
- Keep track of the participants by saving the list of people who attend.
- Collect information from the audience by providing registration forms.
- Record the session and share it with people who cannot make it to the meeting.
- Create an interesting waiting room for the audience.
- Learn some useful keyboard shortcuts.

TIPS FOR USING SPLASH TOOL FOR EVENT MANAGEMENT

- Register your business on Splash at https://splashthat.com/
- Choose the best program depending on the nature of your event
- Customize your branding and bring new ideas to the table
- Promote your business event on popular marketing channels
- Manage all the arduous tasks and organize the event smoothly
- Control your expense by tracking costs and budget
- Generate valuable insights and improve the event management process

IMPROVE THE CONVERSION RATE OF YOUR ECOMMERCE WEBSITE

If you want to drive more people to your eCommerce website through paid ads, content marketing, affiliates, you miss an opportunity if they leave without purchasing.

This highlights the importance of optimizing your website to increase sales engagement. When a visitor takes action on your website, it falls under an eCommerce conversion. In this article, we will discuss how you can increase the conversion rate on your website:

- Design an attractive and engaging website.
- Create simple and easy navigation
- Personalize your platform
- Utilize social media eCommerce tools
- Offer different discount options
- Implement cross-sells, upsells, and downsells
- Allow guest checkout
- Offer multiple delivery and payment options

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