

Software is key for a successful business

 By Hicks Crawford

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For a company that deals with customers every day (hopefully that's everyone!), the software your company utilises will make or break your business.



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After all, a website is only a pretty information display without the brains behind the scenes making the magic happen. Customer-facing technology has to be on point, or else your competition will out [innovate you and steal away customers](#).

Let's look at the five key areas your company needs to focus on when it comes to the software that makes your business hum.

Software synergy

Is your billing software talking to your client servicing software? Do you have to manually update multiple databases with information? Is your customer service team struggling to manage old, clunky programs that may be reliable, but only slow down the process of accessing client information and resolving issues?

Don't let your company's software strategy handicap your growth. Wherever possible, cost-effectively automate system processes and make sure your programs are talking to each other!

Brains and beauty

Make sure the team you're working with to create your trading software is able to create systems that have both brains and beauty. Binary Uno trading brokers have a track-record of matching form with function. For clients, this is your special sauce. What makes your client experience better than the competition? Everything your trading customers come into contact with have to be perfect. Otherwise you're opening the door for the competition to win away your customers with a little sizzle.

Speed and scale

As your company grows, your software needs to be designed to grow with it. Many companies utilise underpowered

software that is fast until you actually start growing a client base. This is especially important when it comes to the servers and hardware you implement to fuel your software. If you need to save money initially, make sure your software and hardware is built to scale once you have a proof of concept.

Unified login

For customers, remembering passwords and usernames is a pain. Don't increase customer frustration by making them login to multiple systems in order to use your service. Instead, use programs that allow your customers to login with their favourite social media service. Remembering one username/password, or simply logging in with social media is a great way to increase customer satisfaction and make your service more accessible.

Security

I save the best for last, because that's what you're supposed to do, right? Security is what keeps your app or software from being hacked. There's nothing worse than waking up in the morning, only to find out that your [customer's data has been compromised](#). Or worse, your reputation has been ruined by rogue spam content being posted and disseminated out to your clients. Don't risk your reputation with lax security systems.

Make sure the firm you hire has a proven track-record of building fantastic software solutions for clients. Whenever possible, utilise companies that don't outsource their work overseas. After all, the vast majority of attacks and vulnerabilities originate overseas and hit domestic apps and software.

ABOUT HICKS CRAWFORD

Hicks Crawford is a leading Online Marketing Business and author. Over the past 4 years, he's worked closely with clients from all over the world to help them get more results from inbound marketing and blogging. Through experience, he has mastered some of the most powerful Tech, Content Marketing and Social Media Platforms

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