

Email vs. Voicemail: When to Use Each and Why

What's your preference, voicemail or email? Here are some pointers to help you decide when to email your message or when to pick up the phone instead.

Email is essential to modern business communication. Here are some reasons why: You can respond to an email on a noisy subway train, in a crowded business convention, or after hours when you're burning the midnight oil. It's more difficult to make a phone call in these settings, so email is often preferred for business travelers or busy professionals who are in and out of meetings all day. Additionally, many Millennials and smartphone-savvy business execs prefer emails as their main form of communication.

However, voicemail still has its merits, including the following: A voice conveys much more than written text, and can communicate tone much easier than a written message. So, use voicemail to communicate sensitive messages. Additionally, those with limited access to technology or who consider themselves technology novices prefer voicemail. Voicemail is also a great option for targeting prospective clients, as company phone numbers remain easier to acquire for some than individual email addresses. Relying solely on email may also damage your



Why it's Time to Incorporate Mobile Printing

With a new reliance on mobile devices to accomplish work tasks comes a necessity to print on-the-go. Bringing a flash drive to a meeting and asking to use a colleague's printer—or worse, emailing documents to a client and asking them to print them for you—seems antiquated and can challenge the credibility of your company in the eyes of your partners and competitors.

Mobile printing can change the way you work:

- Print documents directly from your mobile device to any networked printer (like at a hotel or airport business center)
- Get a jumpstart on tomorrow's seminar by printing fifteen copies of your 50-page handout during off-hours, so they are ready to go in the morning
- Print receipts directly to your office during business trips for easy reimbursement
- Print a recently updated proposal minutes before you're due to present it

The practical uses for mobile printing are boundless. But, it is important to view mobile printing not as a luxury, but as a necessity. As mobile computing surpasses traditional PC computing, your need to print on-the-go will become increasingly crucial to stay viable in today's competitive market.

Office Morale Need a Boost? Try These Top 4 Tips

Address Morale Immediately – Find simple, yet sincere, ways to incorporate morale-boosting activities with your employees throughout the day, like a shared love of your local sports team or a mutual interest in a TV show.

Consciously Acknowledge Value – Recognizing the value and expertise of your team boosts morale throughout your business. A simple "thank you" goes a long way.

Implement Creative Incentives – Think outside-the-box to come up with unique incentives to increase employee morale. Consider an internal competition (sales, weight loss—anything you want!) where the prize is an additional flex day.

Present Rewarding Opportunities – Consider allowing staff to take continuing education courses, which not only boosts morale, but also adds new expertise to your team.



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What to Consider before Your Next MFP Purchase

Multifunction printers, or MFPs, offer big rewards in a relatively small package. The minimal footprint of an all-in-one machine eliminates the need for separate standalone printers, copiers, scanners, and fax machines, saving your business space and money. Consider these factors before your next MFP purchase or lease:

Printing – When choosing an MFP for your business, it's important to survey your current print outputs and volume needs. Depending on individual makes and model types, MFPs can print up to thousands of pages per day on diverse media—like letterhead, thick cardstock, envelopes, and labels—while other devices are more limited in terms of output and paper handling.

Copying – Monochrome copying options usually come standard on modern MFPs, but color copying is also available on many models. They also typically allow for **resizing**—25 percent to 400 percent—when copying documents.

Faxing – Many businesses utilize faxing features daily, making them an enduring fixture in office workflows. Modern MFPs allow you to continue to print, copy, or scan while sending and receiving faxes.

Scanning – Scanning capabilities can differ among MFPs. Flatbed scanners require individual pieces of paper to be placed on glass to scan, while Automatic Document Feeder (ADF) scanners allow for documents to be placed in a feeder slot where the machine will scan each sheet automatically. Flatbed scanners allow for higher resolution scans, while the ADF feature allows for more efficient, high-volume scanning.

Size – MFPs are available in a variety of sizes for your convenience and workflow needs. Choosing the best option for you will depend on your output needs, as well as the physical space available in your office.

Connectivity – Modern MFPs allow you to print from desktops connected to a server, USB port connections, or wirelessly. Make sure that the connections that work best for your business needs—whether you plan to print from your desktop computer or remotely from your mobile phone or tablet—are available on your new MFP.

Total Cost of Ownership – The cost of any device doesn't end after the machine is up and running in your office. Rather, you will incur additional costs throughout the lifespan of your new MFP on things like consumables and maintenance. Working with a Managed Print Services (MPS) provider can help optimize your print environment, keep supplementary costs low, and maintain your entire print fleet at a fair price.

Contact us today to let us help you choose the MFP that best suits your business needs.



Based in Winston-Salem, North Carolina, Kelly Office Solutions is locally owned and operated, and has been servicing the Triad since 1947. Kelly Office Solutions is proud to offer a wide selection of copiers, printers, digital duplicators, fax machines, and multi-use systems. With three of the most reputable digital imaging companies backing us — Savin, Canon, and Konica Minolta — we can evaluate your needs and provide the solution that fits. Whether you are looking for a small black & white copier, or a full-scale networked color multi-use system, our sales team can show you how to get the most out of your digital imaging investment.



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Overcome Procrastination with These Simple Tips

For those who want to mitigate stress and stop procrastinating, consider the following simple tips.

Break Larger Goals into Smaller Tasks – Breaking a monumental project down into smaller, more manageable parts makes achieving your goal seem much more manageable and less overwhelming. Doing so also provides the perk of small victories.

Avoid Social Media – Your favorite social media websites can be a huge waste of time, furthering your procrastination habit. If you can't go cold turkey, dedicate 15 minutes to check your favorite sites before getting started. Then, pre-set a specific time to check again during your first work break, and stick to it.

Use a Timer – Set a predetermined amount of time to work on a project and resolve to commit to your promise. Oftentimes, you will find that much more can be accomplished in the time allotted than you initially thought. Checking off your to-do list quicker than expected builds confidence and sets you up for success.



Financial Benefits of Managed IT

Research suggests that integrating Managed IT can present substantial financial benefits for your business in a relatively short period of time.

Consider the following financial benefits of incorporating Managed IT:

Return on Investment (ROI) – A recent IBM white paper titled "Business Value of Managed Services" found that companies utilizing managed services incurred a three-year ROI of 224 percent with a payback period of less than six months.

Optimize Existing Resources – According to the IBM study, incorporating Managed IT services frees up your IT team to tackle other jobs, maximizing potential in their current roles by 42 percent.

Increase Employee Productivity – Application downtime is reduced by 88 percent with Managed IT services, keeping your team on task, as stated by the study. Ultimately, increased productivity directly correlates with an increase in company revenue.

Contact us today to learn about IT services that will maximize your investment and improve productivity.



How to Manage Your Business Contacts Better

Having an extensive network of contacts can make it difficult to keep in touch with so many different people in a meaningful way. Instead of being afraid of your unruly list, it's time to manage your business contacts in a thoughtful way.

The first step to optimizing your contact list is to consolidate your contacts. From Outlook, Gmail, LinkedIn, Facebook, and others, gather all your contacts spread across various platforms and email databases. A quick Internet search will provide you with step-by-step instructions on how to export each of your contact lists and then import them into one unified platform of your choice.

Once your contacts are streamlined, you should pare down your list. Take a hard look at your combined list of contacts and determine the top 30 or so people to whom you'd like to dedicate the majority of your time. Consider your future goals and how to get the biggest ROI—with your investment being time—when downsizing.

Lastly, determine deliberate next steps for your core 30 contacts—these are the people who are most important to your professional success—as well as your remaining contacts, and stick to them. However you decide to stay in touch, do so consciously and consistently.

Cloud Storage: How to Maximize Cloud Potential and Protect Business Data

How can you make the most out of cloud storage, while maintaining strict security standards concerning your business data? Here's a quick overview:

Optimize Your Cloud – Cloud computing allows for continual collaboration across systems, making all of your business data available to your team regardless of physical location. Files stored in the cloud are automatically updated, or synced, across all devices, ensuring that the most recent version of your document is available at all times. When it comes to data backup, cloud services simplify the process through automation. Also, cloud storage services should be scalable, so that you only pay for the storage space you use.

Protect Business Data – If secured correctly, data can be better protected in the cloud than on the hardware containing sensitive business data in your physical office. Working with your IT partner or in-house staff to ensure that firewalls are updated and consistent security encryption policies are in place is key. Data should be encrypted both during transmission to the cloud and while "resting" in the cloud, guaranteeing that only authorized users can access, modify, or print your files.



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