

Don't Let Email Overload Sabotage Your Productivity

Our inboxes inundate us, and the volume of email we are required to manage is negatively impacting our productivity. Follow these simple tips to prevent your emails from overloading you.

Recognize what's important. Most of the email you receive is bulk or junk mail; only about 38 percent is actually relevant to your work. Acknowledging this truth will help you put your inbox in perspective and free you to spend your time on high-value issues.

Decrease your incoming email volume. If more than 60 percent of your email is unnecessary, stop receiving it. Unsubscribe from lists and promotions you don't need.

Work smart to eliminate the need for email. With some process standardization, you can reduce the need for piecemeal follow-up and excessive meetings. Avoid unnecessary FYI and Reply-All messages.

Eliminate distracting notifications. Pop-ups and other notifications interrupt your workflow and mental processes. To combat these distractions, close your email program and designate a few times a day to check and process emails.



Isn't It About Time You Re-thought Your Document Strategy?

With so much to manage in today's fast-paced business environment, it can be a challenge to find the time to step back and reconsider some of your company's strategies. But many of these "strategies"—like document management—are more long-ingrained habits rather than thoughtful approaches. Consider the following questions to help you determine whether it is time for a change.

Why isn't it working? Professionals report that the two biggest problems they face are not being able to find documents and version control. You need a comprehensive document strategy that will minimize risk and maximize benefits.

What is it costing you? Estimates suggest that employees spend about 20 percent of their time searching for paper documents! You'll spend \$122 to find a single lost document.

How does it affect employees? Eighty-three percent of employees feel that outdated document systems impede their success and productivity, with one in three believing that it holds back their career advancement.

If you want your company to thrive in the digital age, it's time to look into systematized electronic document management. **Contact us today about implementing a smart document management strategy.**

Expressing Yourself Without Making Waves

Why Speaking Up is Important

Speaking up is a critical part of personal and business health. Good and bad things happen, and expressing yourself is part of growth, change, and understanding. Groups produce better results than individuals, so don't let your company miss out on your insights.

When to Speak Up

When you're witnessing harassment or are the target of it. You also must speak up when you're aware of an illegal practice or occurrence. Always speak up when you don't understand something. And of course, speak up in brainstorming meetings—your perspective is a critical part of your team's potential.

How to Speak Up

Stay solution-focused, with a positive, constructive tone to your input. Don't condemn, criticize, or complain. Be clear in your message and delivery—kind, confident, and respectful.

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Which Printer Is Best for You?

Today's printer technology is remarkable, but the number of options available, increasingly affordable prices, and industry terminology can make choosing the right printer for your office a challenge. However, understanding exactly how you intend to use your printer will make your decision much easier. If you'll soon be adding a printer to your fleet, the following can help you decide which is best for your business.



When Inkjet is Your Best Bet

- **Brilliant color** — If you plan to print photos, images, or other graphic-intensive materials, inkjet will give you unparalleled color accuracy and vibrancy.
- **Flexible application** — Inkjets can produce great results on everything from photo paper to fabric and vinyl. If your business prints on diverse types of media, consider inkjet.
- **Smaller footprint** — In small businesses or cramped offices, space is at a premium. Fortunately, inkjet printers lend themselves to the small footprint necessary for desktops or shared work surfaces.
- **Smaller volumes** — The slower speeds of inkjet printers make them more suited to shorter documents and smaller print volumes.

When to Land on Laser

- **Top-notch text** — For precision black-and-white printing, you can't beat a laser printer. Even small font sizes render crisp, clear, and easy-to-read outputs.
- **Fast print speeds** — Whether you're printing dozens of documents or a single page, laser print output is fast and efficient. This is especially true for duplex (two-sided) printing, which is quick and seamless on a laser unit.
- **High volumes** — From handouts and reports to direct mail and forms, laser printers can handle hundreds of pages with ease. Many offices rely on a monochrome laser printer as their primary "workhorse."

Other Options to Consider

- **Multifunction** — Laser printers are a particularly efficient choice when teamed with copy/scan/fax capabilities. Multifunction inkjets are also available, if you need to scan and print in color.
- **Duplex printing** — Printing on both sides of a document is cost-effective and environmentally friendly. Look for this option if you tend to print documents longer than 10 pages and want to up your sustainability efforts.
- **Connectivity** — Wirelessly-connected printers are clutter-free and play nicely with laptops, tablets, and smartphones. Some printers can even be connected directly to the cloud. If you regularly work remotely, be sure you can connect to your printer from any and all of the devices in your arsenal.

In selecting your next printer, your first step should be to think about how you intend to use it. Let that information guide your decision. With a wide variety of features and functions available, you're sure to find a printer that will be more than a tool—it'll be an asset.



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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Gift-Giving Tips for Your Clients and Vendors

Gift-giving is an opportunity to show your appreciation for those you work with and set the tone for the coming year. Implement the following tips to make sure your gesture is well-received (and legal!).

Remind yourself why you're giving. Empty gestures have a way of revealing themselves to be meaningless and hollow, which can undermine your intentions. Look for a gift that demonstrates your attention to the relationship.

Calibrate the gift's value. A cheap gift, especially one of poor quality, reflects poorly upon you. However, an excessive or ostentatious gift can come off as a bribe or make the recipient uncomfortable.

Follow the rules. Government agencies have strict gift policies, as do many larger corporations. Make sure you check the rules before putting your client's job in jeopardy.

Avoid missteps. Every gift should provide value to the individual recipient, but avoid overly-personal presents. Similarly, stay away from religious gifts. **You'll also want to use humor with caution—always know your audience and consider how their colleagues may perceive it.**



The Future of Office Printing Is...

As much as companies today are working towards a "paperless" office, a recent study by InfoTrends indicates that office printing is here to stay for the foreseeable future. In surveying 750 general office workers, InfoTrends discovered that 81 percent of respondents considered the printer the most important office tool—more than pens, staplers, or even computers!

While 73 percent of survey respondents reported that they're trying to rely less on printing, 80 percent of printed documents are required for the work to get done. Nearly half of the office workers surveyed print something every day. While paper is still needed in the modern office, employees are witnessing a move toward higher-tech document processes—a shift that eliminates manual tasks and simplifies workflows. Forty percent of respondents said that less than a quarter of their business's content is still on paper, and the survey found that only 60 percent of all print volume is required in today's office.

Print technology is adapting to the mobile trend, with companies working to understand technology habits and develop technology that works in concert with the way we work today. Many multifunction printers (MFPs) now offer mobile-friendly printing—from wireless networking to cloud printing and specialized apps. Some manufacturers are even developing portable wireless photo printers for use with smartphones. So, rather than go paperless, adapting to the modern office seems to be the answer.



The Little Things Matter to Your Customers

It's the little things you do that can make your customers feel truly valued and excited to come back to do business with you again.

Say Thank You. Saying "Thank you" is a relationship-building exercise. Your customers make a choice each time they do business with you, so acknowledge their role and the value they bring to your company. A little sincere appreciation goes a long way.

Have Fun. Smiles and laughs release happy endorphins that feed your customers' satisfaction. Have fun and make the experience enjoyable for everyone involved. Joking, smiling, and being genuine will help build a positive relationship.

Follow Through. Do what you say you're going to do. When you make a promise to your customer, follow through on it. You'll build a reputation as a trustworthy company.

Be a Resource. You have tremendous expertise to offer your customers. The more you demonstrate it, the more your customers will turn to you for your perspective. Even providing resources, articles, and tips for non-customers will pay dividends, as they'll see your value and learn to trust you as an industry expert.

A Disaster Doesn't Have to Put Your Company Out of Business

From email and files to mobile devices and databases, business data is spread out and vulnerable. That's why it's more important than ever to have a plan for when disaster strikes. Don't be a statistic—be ready. Here's how:

Not "If" but "When" — No one is immune to the threat of a disaster. Disasters will happen. The only question is precisely when they will strike and whether or not you are prepared.

Disaster Recovery is More Than Backup — Disaster Recovery (DR) is the ability to get your business up and running again after an interruption. A robust DR solution includes multiple systems, such as offsite data centers, physical and virtual servers, cloud-based backup, and alternative work locations. More than a rudimentary backup, recovery is about the ability to resume critical operations.

Business Continuity Planning — Business continuity (BC) planning ensures that over the longer term, your company will recover and survive. While DR focuses on hardware and operations, BC's focus is management systems, strategic choices, leadership, and an overarching survival strategy.

Plan ahead to ensure a disaster doesn't put your company at risk.



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