



Fact Sheet

E-Business and your staff

July 2007

With the E-Business revolution well on its way, our E-Business Advisers offer their advice for those who think success will automatically come from a web site:

1. How your business can benefit

The Internet revolution has long since begun, with many small and medium-sized firms revolutionising their business.

Yet many businesses still don't understand how they can truly benefit from their web site.

Many people who use the net on a regular basis say that it has dramatically changed the way they work.

It is having a similar effect on the business world.

This means that it has to be treated seriously, and given the same respect and levels of investment as any other important company tool or machinery.

2. Staff

Businesses wishing to adopt a successful approach to E-Business will embrace it with flair, creativity and customer focus.

Yet in order to achieve this it is necessary to invest in thorough staff training in Internet related applications, as well as developing internal processes that tie in with web based routes to your market.

If your staff are unprepared and lack the necessary skills to carry out E-Business

procedures, the strategy of the whole business will collapse.

Business to Business (B2B) E-Business is actually growing at a much greater pace than the Business to Consumer (B2C) sector.

This is likely to continue for some time as more and more businesses switch on to the benefits.

Businesses need to be aware that once their web site goes live, it's there for the whole world to see: the size of the business is irrelevant.

Speed is often what counts in the new economy.

This can mean speed to market but is more likely to mean speed of response to enquiry and fulfilment of orders: businesses can grow very quickly using the Internet as their shop window - but not all companies will benefit from it.

Merely having a web site will not guarantee success as it must be backed up with systems, be they manual or technical, which can cope with the demands which will be placed on them by individual expectations of the Internet.

For example, there are still unfortunately many instances of staff not even knowing what their company's web site address is, or the general email address for enquiries.

3. Commitment

It is also vital to understand that a web site is a commitment; it will add no value to your firm unless you promote it, (both on and off-line), update it regularly and encourage your customers and prospects to use it.



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Even when a good web site is well backed up by commitment from the firm, the one thing that will continue to provide success for businesses is a sound business strategy.

Without this, even the best looking sites, and the businesses behind them, may fail.