

SMALL-BUSINESS OWNER'S GUIDE TO CONNECTING WITH CUSTOMERS

FOR TODAY'S SMALL-BUSINESS OWNER, TECHNOLOGY PLAYS A CRITICAL ROLE IN EFFECTIVELY INTERACTING WITH CUSTOMERS. TO BE SUCCESSFUL, SMALL BUSINESSES NEED TO USE MODERN TECHNOLOGY TO SHAPE ORGANIZATIONAL GROWTH, IMPROVE AGILITY, SPARK DISRUPTION AND ADAPT TO CHANGING WORKFORCE EXPECTATIONS. FORTUNATELY, THERE'S AN INTERACTIVE TOOL FROM MICROSOFT THAT PROVIDES GUIDANCE ON HOW SMALL AND MIDSIZE BUSINESSES CAN USE TECHNOLOGY TO CONNECT, GROW AND BUILD LOYAL CUSTOMER RELATIONSHIPS. TO LEARN WHAT STEPS YOU CAN TAKE RIGHT NOW TO INSPIRE CUSTOMER LOYALTY, DOWNLOAD THE EXPERIENCE AT [A-K-A--DOT--M-S--SLASH--S-M-B-CONNECT](https://aka.ms/smb-connect).