Why Your Business Needs An Analytics Backed Task Management Tool

WHITEPAPER

EinNel TASK is a task management application that helps assign, receive, track and analyze tasks between users. Users can also check their performance through Task Performance Metrics (TPM), a statistical algorithm that gives out a relative score of a user based on their Task completion parameters.

This paper explains the current challenges faced by small businesses in implementing and tracing a workflow and how the use of TASK aids communication and traceability within organization.

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INTRODUCTION

Today's digital world poses a challenge for every business in terms of staying relevant and ahead of increasingly fierce competition. Adopting evolving technologies to scale up and meet the demands of the industry has become a dire necessity to overcome these challenges. Even customers expect instant updates, be it food delivery service or a software development project. The advanced computing prowess available today places a challenge to business owners on what kind of technology and tools to adopt that will enhance their unique and dynamic business operations.

This whitepaper explains how a business can fit into the ever-changing industry by equipping TASK that can aid in inducing Traceability, Talent Identification and Accountability within the organization.

THE CHALLENGES - WHERE DOES YOUR BUSINESS STAND IN THE EVOLUTIONARY INDUSTRY?

Running a business on par with the competition is a huge challenge. This involves Traceability of workflow, Identifying the right Talent and proper Accountability of who does what. Certain business functions need to be traced from start to end that will provide more viewability to the owner in order to analyze and inspect. Another crucial process is to distinguish critical resources that accounts to major fixtures within the operational flow to identify and strengthen that working component.

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Traceability – A Radar For Your Business

One of our customers, a manufacturing company wanted to analyze and optimize their sales and marketing team. The function of the team was constant but varied at implementation by the case. This dynamic situation needed a special monitoring to optimize and delegate resources. The tools they had to their disposal? Phone calls and a WhatsApp messaging group. Except for the latest assignment there was almost no way to keep track of any of the earlier tasks assigned to the employees, be it completed or ongoing. This gave the situation a managerial spin that ultimately reflected on the customers end. A partial loss of prospective customers and a lack of swift and precise customer service were observed. This is where Traceability proves to be highest necessity of the business.

Talent Identification and Accountability – The Key Factors To Strategize And Improve Performance

Recognizing talent has been a major challenge and an area where managements fail, at times. At our own company, EinNel Technologies, we constantly strive to identify every employee's interests and potentials in order to find a perfect fit for them in the company. Our resources are delegated tasks that match their interests and skills. We even engage people on additional functions based on their supplementary skills.

Next comes identifying employees who deserve recognition and appreciation for their role in critical tasks. This is crucial as they deserve the motivation and the

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right recognition which will in turn drive them to excellency. Till date, monitoring, identifying and assessing an employee's talents and performance has been manual which is both meticulous and error-prone and fail to identify right talent in the company. The above process, when aided with powerful and dynamic tools can prove to be a gamechanger.

TASK – AN ANALYTICS BACKED TASK MANAGEMENT APPLICATION TO THE RESCUE

TASK provides the necessary tools to meet the vital requirements of a business combating the challenges discussed above. The simple interface and essential functionalities prove useful and adaptive for the users. Businesses can use the application to deep drive into the business flow and identify crucial functions of importance.

Track and Trace Your Business With TASK

Assign and Receive Tasks and track their Progress. These are the straightforward features along with other added features of TASK that help users manage and optimize their workload. The problem of Traceability is systematically handled by TASK. The user can plan the workload based on the number of tasks assigned and received. Even managers can plan and assign tasks to their subordinates based on that. This prevents unrealistically heavy workloads on employees. These features are effective in enhancing Traceability of the workflow across the organization thereby inducing efficient and optimized operations.

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Analyze Your Tasks and Identify the Right Talent with TASK Analytics

TASK provides analytical metrics in a comprehensive dashboard that helps an organization to gather insights on everyday progress of tasks. By enabling a user to add skills to their profile in the skill section provides a major boost to the employees in identifying themselves and for the company to recognize critical resources within the organization.

The *TASK Analytics* module is comprised of several metrics that provides insights on the overview of all the tasks. These prove useful for managers to monitor and analyze the daily activities of the employees. Also, each employee can view their own stats in the application. This acts to be the control panel giving a live traffic status of the whole company. Adding to the previously mentioned features, the *TASK Analytics* module encompasses the whole status of the company giving a fine synopsis thereby strengthening the company's Traceability.

Finally, we have *Task Performance Metrics (TPM)* which is a statistically calculated relative score of a user based on their task performance parameters. Currently, the parameters are Task Completion Time, Rewards and Bells. The algorithm is designed to adopt additional parameters depending on the company's performance objectives. It provides the users a relative performance measure among the employees by which they can assess themselves on what went right or wrong. These scores, that are on a scale of 1-10, aids the managers in the much-needed process of identifying critical resources. This feature indeed helps in

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illustrating Accountability of operations by identifying the most important resources of the organization.

CONCLUSION – TASK AS A SIMPLE YET EFFECTIVE APPLICATION TO DRIVE YOUR BUSINESS

Summing up all the challenges, it might seem the problem and the solution are rather simple but the counter productiveness of meeting them boosts the company onto the speedway to success. TASK is a simple yet an effective solution to your challenges in business operations. The easy to use interface and features has a gentle learning curve that are highly adaptable to new users. The main objectives of Traceability and Talent Recognition are met with state-of-the-art algorithms backed by Analytics and Statistics. EinNel Technologies is committed to continuously evolve these algorithms and methodologies by adapting the latest computing technologies thereby providing the users the best of the outcomes and experience.

Do you want to experience the same business benefits by adapting our Analytics based TASK application? Then it's time to refine and enhance your business operations with EinNel Technologies. For more information, contact our sales representative at taskassigner@einnel.in. Also feel free to check TASK's website at task.einnel.com.

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