How IT Can Enhance Professional Practice with Regards to Smart-Phones and Social Networks?

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Abstract: **The main objective of the paper is to link, how smart-phones and social media can enable or enhance professional practice in general. This is helps in understanding how these technologies help IT consultants within the realm of their organizations with regard to their daily activities as well as marketing. Most organizations need IT to optimize their organization services that they offering to their customers. The paper also discusses how these technologies can be used to engage with the customer segment.**

Keywords: **professional practice, social networks, smart-phones, consulting.**

I. INTRODUCTION

Nowadays, the technology is increasing day by day and people moving from using computers and moving to smart-phone to their daily live activities. People cannot survive without smart-phone because they are using more than anything. Mobile technology or smart-phone helps the IT consultants and business to optimize their organizations because smart-phone service helps to get more market. Most of organization trying to use effectively smart-phone technology because it can give advantages including enhanced their customer experience, experience, efficiencies, flexibility, product and service innovation and access to new markets [1]. Most of service focusing and moving towards mobility services and the emergence of technology consultant's production new ways to use those services to help the organization to stay alive challenges their competitors. Today, the arrival of mobile technology has also leads to the arrival of challenges for companies to embed its Enterprise mobility [1].

As we know now smart-phone can help industry or companies to achieve their goals using smart-phone because it has a vital part of their customer lives and without it they are only half a person. Most of them use their smart-phone every day, to surf the Internet and social media platforms, check emails, manage calendars, listen to music, play games, watch videos, take photos, read the news, write text messages and also, every now and then we use them for their original purpose, to make phone calls.

Online Social Networks enable users to share information with each other with regards to their social life. Information is not limited to text, but rather images and videos as well. With regards to consultancy, it can be used for brand awareness, customer service, lead generation and market research [2]. These uses bring about several benefits; it allows the sharing of information, collaboration between users/teams and promotion of products and services [2].

IT consulting focuses on providing expert advice and assistance to help businesses align technologies with their objectives and may include writing, modifying, testing and supporting software in order to do so [1]. The IT consulting industry as per [3] can be seen as a four-tier system consisting of (a) professional service firms, (b) staffing firms, (c) independent consultants and (d) information security consultants.

II. BACKGROUND

The smart-phone devices are starting to act or function likes normal computers. It has capability or functions similar to computers that people use it. Smart-phone has several of platforms that allow accessing many applications such as Android, iOS and Symbian [4]. Smart-phone helps many consultants in terms of dealing with the business that has challenges. It helps to overcome and support performance and improves the sales of the organizations. Most of the

customers in any company their responders indicates smart-phone give sales reps a competitive edge because their respond speeds. It helps the sales team quickly responds to customer queries, provide instant access to customer data, as well as allow your mobile workforce to share. For example: smart-phone can help and improve the productivity of the organization and increase their sales. Here are some examples how smart-phone enable or enhanced the productivity on the go and increases sales:

- **Remember people you meet.**

It helps to keep in touch to those you meet daily and dealing. It has contact list that allows you to store more information related with your customer information like, names, place you met and also their relationships from the organization.

- **Respond faster to customers.**

Many of the organization are global and they have many client the entire world and need to be contact daily. As consultant they need also to contact their entire client that are in different location and need to be contacted. All of them need a quick response from the consultant of the organization. All the time must be available, and being able to return calls quickly because it is critical for the sales and also the customers.

- **Hold virtual meetings with colleagues and customers.**

Using smart-phone the organization can manages to have less offices and less staffs because it allows you to contact daily. And all the time the sales team stat in touch with the office, colleagues and also customers. However, still you can use mobile video chat apps such as Google talk or Skype or Tango.

- **Share files — and make changes.**

Smart-phone also helps to share information all the time even if the locations are deferent. Even it helps some of the organization to share fills using apps because it is possible to send large sales presentations or relevant white papers without slowing down your email client. It has capability to work with different application or systems. Most of them allow creating and making changes for the presentations or documents. This is not good for business also education sectors because students and lectures can share their slides or notes.

- **Always have a video pitch with you.**

There are many other advantages that smart-phone has including video that you can present or to show information to the others where ever location as long as they have smart-phone. These video can help the entire product and advertise better to the customers and increase the market of the services that the organization has or the product.

- **Leverage your CRM system from the road.**

It is very important to communicate the customer and know their feeling towards the product that you are offering or the services that you have. Sometime it needs to allow your customers to access your system to get more detail about their activities, status or financial to know better. All thought it is critical to access their data but sometime is good even without Internet access especially those who care doing with consulting or sales representatives.

- **Take orders from the road.**

People making order everywhere any product or services they wan access because of the IT enable to do such activities where ever location you are. With a smart-phone they make order any product that available to the websites or system in online. It is also much cheaper when people order thought online apps. Sales can be made or reps while on the road.

- **Close deals faster.**

IT help people also using devices like a smart-phone especially those who are consulting and want sing contract with their respect clients with deferent locations. It has an electronic signature Apps that allows to the clients to sign while they are at home. It save a lot of time for both side clients side and also consultant side because no need physical meeting to this agreement and sign because both they can do using their smart-phone.

- **Monitor inventory and restock active.**

IT helps many ways using a smart-phone because it helps you to monitor all the activities that happing in online while you are away from the organization. Staff or manager can monitor the sales happing in online while you are busy with other activities. For example, if the organization has online accessories and staff away from the stork you will receive SMS that information you the item is finish from there you can contact the inventory.

• **Easy way to advertise the product or services.**

Most advertisements happing in online or social networks but they are accessing from their smart-phone. That is why people prefer to use social networks when it comes to advertise product or services. It has also market because most of people using smart-phone so is easy to target them. It is also cheaper compare to the other advertisements like social networks and also it is easy to get more market and increase your trust.

Online Social Networks are plenty nowadays with some focusing on certain aspects more than others. Examples include Instagram, which has a focus on sharing photos, and YouTube which focuses on videos. Online Social Networks allow its users to communicate with other users in different ways such as text, audio, videos, and even emoticon based reactions to shared content. Due to the large amount of data available, especially on more famous social networks, data mining seems like a plausible course of action [5]. Data mining enables companies to be more informed about their customers and also perform better decision making [5].

Second [6], enterprises have leveraged the vast wealth of dynamic and unstructured web information to identify competitive advantages, recognize social media sentiment patterns or anomalies, and assuage potentially damaging client perceptions.

III. LITERATURE REVIEW

In reality, IT enable so many ways include education sectors, Health care sectors, governments, Industries, social networks using smart-phone. And also it is nature things technology changes the way of living. For example, smart-phone changes in successfully in medical practice for most health care. smart-phone technologies are very compatible with doctors because they are moving always that is why they need to update always where ever they are they must be contacted and informed their patients status. Another example, when the nurse took (X-ray or CT-scan) the doctor must see as soon as possible and need to be updated and also the consultant can see images using smart-phone where ever they are just need to be share with them by using smart-phone technology without hesitation [7], [8], [9], [10]. So we can say the advancements of using smart-phone with new technology have always had major of positive impacts in medicine [10].

This section will deal with a few papers which discuss the combination of IT consulting field with social media. Decision making is an important part of operating businesses especially large ones due the number of variables involved. IT greatly influences decision making through "automation of processes, instant and cost-effective access to relevant information", and access to various opinions across the globe [11], [12].

Enterprises have since utilized the large amount of "dynamic and unstructured web information" to discover advantages over competitors, understand social media sentiment "patterns or anomalies", and also take into consideration negative consumer/client perceptions that may harm the company [6].

Social media allows various parties which include regular consumers, non-profit organizations, and other business entities to easily share large amounts of information quickly [6].

IV. CONCLUSION

IT consultants have become important for organizations due to the latter's need to have their IT infrastructure support their business goals and strategy plans; this in turn helps organizations remain competitive. Smart-phones and social networks help organizations gain a higher market share and also a new medium for customer relationships. Thus they can be used to complement core business functions and this is what IT consultants are called to focus on. Using social networks can help reduce costs and operating expenses while at the same time increasing their area of interaction with customers by entering the smart-phone ecosystem.

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