

Matching Needs to Solutions - Tech

Helping customers choose the right workplace technology is about understanding what they are trying to achieve and recommending products or services that make their working day easier. Most needs fall into clear patterns, and each one links naturally to a small group of solutions. The aim is to keep conversations practical, straightforward and focused on outcomes.

Improving communication and collaboration

- Poor audio on calls - recommend headsets, speakerphones or noise cancelling options
- Unclear video in meetings - suggest webcams or improved lighting
- Hybrid meeting challenges - consider video bars, room systems or collaboration tools
- Teams using different platforms - explore standardised communication or cloud solutions

These recommendations help customers create smoother, more reliable communication across locations.

Supporting hybrid and flexible working

- Employees working between home and office - suggest duplicate setups or portable accessories
- Limited desk space - recommend compact monitors, laptop stands or docking solutions
- Frequent travel - consider lightweight devices, protective cases or mobile connectivity tools
- Accessing files from multiple locations - explore cloud storage or collaboration platforms

These solutions help employees stay productive wherever they work.

Improving comfort and wellbeing

- Posture or strain issues - recommend monitor arms, laptop stands or ergonomic chairs
- Long periods at a desk - suggest wrist supports, footrests or ergonomic keyboards
- Cluttered workspaces - consider desk organisation tools or cable management

These items support healthier, more comfortable working environments.

Solving performance and reliability issues

- Slow or outdated devices - explore device upgrades or refurbished options
- Connectivity problems - recommend hubs, adapters or improved networking equipment
- Frequent equipment failures - suggest replacements or more reliable alternatives
- Software running poorly - check licensing, updates or cloud-based versions

These recommendations help customers reduce frustration and downtime.

Standardising tools across teams

- Different devices or accessories in use - suggest standard models for consistency
- Mixed software versions - explore licensing bundles or cloud subscriptions
- Confusion around renewals - review current licences and upcoming changes
- Security gaps between teams - consider unified security or identity tools

Standardisation makes support easier and improves the user experience.

Strengthening security and access

- Concerns about data protection - recommend antivirus or endpoint protection
- Password issues - explore password managers or identity tools
- Remote access challenges - consider secure cloud services or device management
- Email security worries - suggest filtering or anti-phishing tools

These solutions help customers protect their people, devices and data.

Planning for growth or change

- New employees joining - recommend devices, headsets, monitors and software licences
- New roles or responsibilities - explore tools that support specific tasks
- Office moves or refurbishments - consider displays, meeting room equipment or ergonomic setups
- Expanding teams - review whether current tools still meet their needs

These conversations help customers plan ahead and avoid last-minute issues.

Keeping recommendations simple

- Focus on what the product helps with, not how it works
- Use everyday language - clearer calls, faster working, easier access
- Offer small improvements first - accessories, upgrades or simple add-ons
- Link suggestions to the customer's own challenges or goals

Customers respond best when recommendations feel practical, relevant and easy to understand.

Key Takeaway

Matching needs to solutions is about clarity, not complexity. When you focus on the customer's goals and link them to simple, practical products, it becomes easy to recommend the right tools and build confidence in every conversation.