



**Cross Country
Ski Areas Association**

Annual Conference 2021 Zoom

How to Better Use Technology to Gather Data and Reduce Costs

Technology

- Technology Saves You time, Effort and Money
- As technology advances, it makes your operation and your customers lives more convenient and seamless.
- Technology improves efficiency's
 - There is no denying the fact technology increases the efficiency of the company.
 - The implementation of technology in business saves time and effort involved in employing human labor and increases productivity, which is a huge advantage.
- Provides an unlimited supply of knowledge
 - With technology, there is no limit as to what you can achieve and accomplish. It provides an endless supply of knowledge and valuable insights.
 - Having valuable insights puts you in a better position to deal with your customers. You are well prepared to meet their demands
- Technology increases the capacity of the business
 - Technology enables businesses to reach more customers in less time than usual. This means they will be able to serve more customers than before.

Data

- Good **data** allows organizations to establish baselines, benchmarks, and goals to keep moving forward. Because **data** allows you to measure, you will be able to establish baselines, find benchmarks and set performance goals.
- Make informed decisions
- Get the results you want
- Find solutions to problems
- Back up your arguments
- Stop the guessing game
- Be strategic in your approaches
- Know what you do well

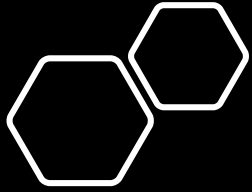




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CLOSER TO YOU

Nancy
Billings-
Colton



Rikert Nordic Center



BREAD LOAF CAMPUS
MIDDLEBURY COLLEGE

Tahoe
Donner
Cross
Country

