

## STRATEGIC INSIGHTS:

# SMALL BUSINESSES PRIORITIES ACROSS MID-AMERICA

Successful small business owners balance customer service and growth with a long list of operational improvements and innovations. We asked entrepreneurs across our 18-state service area where they are focusing their efforts, what challenges they are working to resolve, and how technology can help them in this quest. [What we found reinforces our core value of supporting small businesses with reliable connectivity services.](#)

## PUTTING THE CUSTOMER FIRST

Small businesses are focused on improving customer satisfaction in order to grow the business. Despite a large number of operational priorities, the top two imperatives involved delivering a better customer experience, whether that be better products or simply a superior service to customers.

### TOP SMALL BUSINESS PRIORITIES



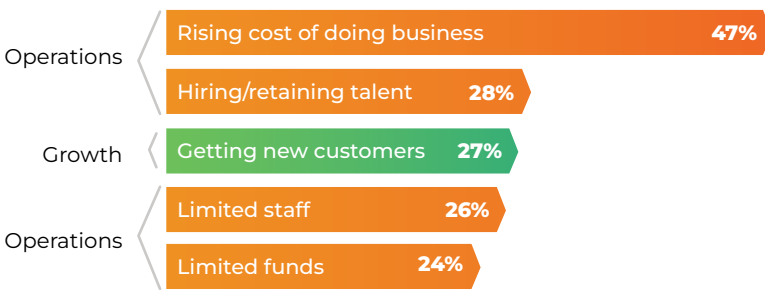
**“ TO MAINTAIN AND GET NEW CLIENTS, THAT WOULD BE THE TOP PRIORITY IN ORDER TO STAY IN BUSINESS. ”**

- *Small Business Owner, Minnesota*

## NAVIGATING OPERATIONAL CHALLENGES

Running a small business requires a strong focus on addressing operational challenges. In fact, four of the five top responses relate to challenges associated with running and operating the business, with the biggest one being the growing cost of running a business.

### TOP SMALL BUSINESS CHALLENGES



**“ I WANT TO FIGURE OUT WAYS TO REDUCE MY STRESS FROM A TECHNOLOGY STANDPOINT. ”**

- *Small Business Owner, Minnesota*

## TECHNOLOGY THAT EMPOWERS SMALL BUSINESS

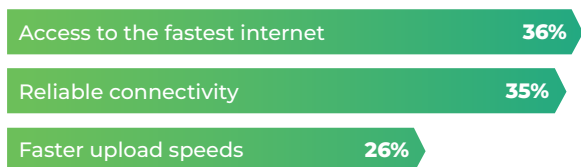
Communications technology is a vital lifeline for small businesses. Reliable Wi-Fi and phone are essential for smooth operations, seamless transactions, and customer communications. Technology that “just works” is key to ensuring these businesses can thrive. Our study asked small owners to identify the top priorities and challenges with their internet and phone service. The responses shed a light on how technology is helping small businesses get ahead.

## SMALL BUSINESS INTERNET

### FAST, RELIABLE AND SECURE

Small business owners want speedy internet connections that just work. Powering front and back of house operations with better application performance, timely point-of-sale (POS) transactions, great guest Wi-Fi and faster uploads and downloads for file sharing.

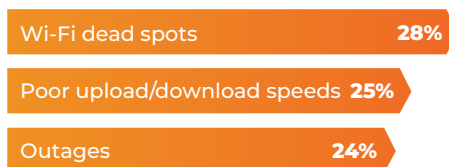
#### TOP INTERNET PRIORITIES



### OVERCOMING PERFORMANCE LIMITATIONS

Inconsistent coverage, speed and internet performance disrupt small business operations. This can frustrate employees, upset customers, and waste time with troubleshooting and repairs that can take hours.

#### TOP INTERNET PAIN POINTS



**“ RELIABILITY. RELIABILITY. RELIABILITY. IF IT'S NOT ON, IF IT'S NOT WORKING, YOU HAVE NOTHING. ”**

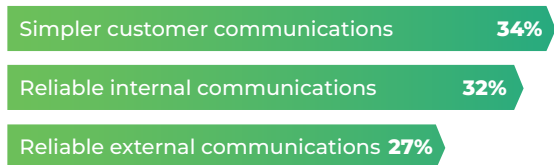
- *Small Business Owner, New York*

## SMALL BUSINESS VOICE TECHNOLOGY

### SIMPLE AND RELIABLE COMMUNICATIONS

Phone service is a lifeline to customers. Small businesses are looking for easy to use features to enhance the customer experience and a reliable service for internal and external communications.

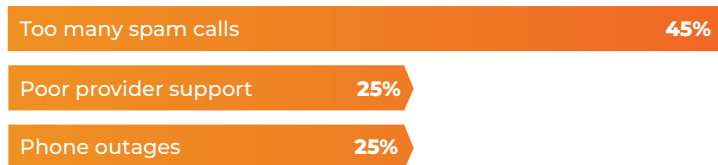
#### TOP VOICE TECHNOLOGY PRIORITIES



### SPAM AND SERVICE CONCERNS

Spam remains a large pain point with nearly half of small businesses listing it as a top concern. They also want their phone service to be always available and repaired quickly when it isn't.

#### TOP VOICE TECHNOLOGY PAIN POINTS



**“ MAKE SURE IT'S ENCRYPTED, MAKING SURE IT'S INTEGRATED WITH YOUR ACTUAL PHONE NUMBER IN A VERY SMOOTH WAY. ”**

- *Small Business Owner, Kentucky*

## KINETIC BUSINESS: BUILT FOR SMALL BUSINESS

Technology is intertwined with the way small business is conducted. It is clear from the participants' responses that owners have enough to think about and want solutions that just work. That's why Kinetic Business offers worry-free internet and voice solutions designed to help small businesses satisfy their customers and keep their teams productive – at a great value.

[LEARN MORE](#) →

#### SURVEY RESPONDENT DEMOGRAPHICS

The findings in the Kinetic Small Business Connectivity Report are based on a survey of 251 small business respondents across 11 industries in the 18 states in which Kinetic Business offers its services.