

EXAMPLE OF REFLECTIVE JOURNAL WRITING

As certain changes to document storage in the company are currently underway, my job was to digitize the employee workbook. Employee data should be kept regardless of whether they are currently employed or not. So far, employee data has only been kept in paper form. Upon arrival at the company, every employee would get their binder in which his documents such as the Employment Contract, Retirement Insurance Reports, Health Insurance Reports, a copy of ID, a copy of a bank card, a Tax Card, a Residence Certificate or a Certificate of residence and so on. Then the liners are then stored in the registers. Since the company has been doing business for six years, it has employed a lot of employees, so for the registry of the workers, even 3 registers full of binders are needed. This results in problems with searching because, apart from the registers themselves, it does not indicate where the employee is in the register, it can only be approximated by the employment period. Also, after determining which registry information is found, the problem is only search because all the documents need to be removed and all listed in order to obtain the required document. But it was not just search, it was a problem, but data protection itself, that is, its backup. That's why the company decided to scan all the documents and digitize them and store them in the cloud to prevent data loss due to accidents such as fire, theft, etc. So my job was to tweak the documents and mark them according to certain rules scanned documents and stored in the foreseen folders.

After scanning the document on the copy / scan device, it is automatically sent to the computer and saved in pdf format. Toni Annis, an e-commerce consultant in the company, held a workshop on "Mailchimp". Otherwise, Toni Annis has dealt with web design and has become an expert in website optimization. In short, "Mailchimp" is a newsletter system, for example, to notify news about some of the companies (most of them dealing with sales). Mr. Annis has clarified what it is to us, what functionality it is, which is better than other such systems. The most important feature of this system is that it is based



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on the purchase of our users for segmentation and thus accessing users. This means tracking a user's use of the site relative to his purchase and using this information as much as he can approach the customer and offer him exactly what he needs and interests him. This is greatly facilitated by online marketing because users segmented to specific shared features and accessed them in a way that suits their needs without the user being "overwhelmed" with unnecessary bids and actions that are inappropriate for him. Sending newsletters is a very important part of online sales because we are familiar with the customer with our offer, but we also remind ourselves of our existence. After the workshop, I continued with the process of digitizing employee documents.



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