

SPECIFIC SERVICES AVAILABLE UNDER THE DIGITAL EMPOWERMENT INITIATIVE

Digital Marketing

Social media management and marketing, search engine optimization (SEO), website development and social networking, content generation and optimization, email marketing, shooting promotional videos and product photos for promotional purposes on social media.

Human Resource Management :

Accurate salary calculation and automatic salary register, automation of requests for annual leave and other employee benefits, automation of employee data and their correlation with individual performance.

Customer Relationship Management (CRM)

CRM helps enterprises to build lasting relationships with customers by providing real insight into current customers. It provides easier access to information about customers, such as contact details, past purchases, their preferences, and general customer behavior. It offers opportunities for direct communication with the consumer and various analyzes of their data, helping to make decisions about new products, prices and sales channels.

Enterprise Resource Planning (ERP)

Managing day-to-day business activities, such as accounting, procurement, project management, risk management and supply chain operations. ERP digitalization also includes enterprise performance management: planning, budgeting, forecasting and reporting on financial results.

E-commerce / Trade - Online sales platform

Selling products and services online, order management, inventory and customer service, online billing and payments, website management, marketing management, etc.

Various automation and optimization programs for various processes

In addition to the services specified above, the Digital Empowerment Initiative may also offer various programs that are specific to certain enterprises. This means various software solutions that affect the improvement of internal processes and enterprise automation.

For all application procedures and the necessary documentation, MIET / KIESA has prepared guidelines for applicants which can be found on the e-Kosova platform at the following links: mint.rks-gov.net and kiesa.rks-gov.net and to apply online click here: ekosova.rks-gov.net/504

The call for applications is open from 27.03.2024 to 19.04.2024.