

Business Communications

Within a business the staff has to communication with each other, to get the best results for the company. There are four different types of communication within a business and they are: oral, video, written and graphical.

Oral

| Method | Explanation | Advantages | Disadvantages |
|------------------|--|---|---|
| Telephone | A device, that allows you to speak to somebody else. This is usually used to communicate externally. | Speaking to the person allows you to hear their reaction to different things. | You may not be able hear the other person as clearly. You may also be distracted by something else, which is going on nearby. This could mean you not hearing something important |
| Face to Face | Speaking to somebody else in person. This is used for internal use. | You can ask questions if you don't understand. It also allows you to go in to more detail as you are talking face to face | Can't allows hide what you think about what has been said |
| Meetings | Everybody that needs to know something meets in the same place | Allows everybody that needs to hear something hear it at the same time. This allows questions to be asked and answered at the time. | Some people may not be able to get to the meeting. This may mean their points may not be taken into consideration. |
| Pager of bleeper | Quick method of contacting somebody with a message instantly | They are easy to use. They are quick to the sent the message and they are relatively cheap. | Can only send short messages and you to rely on the other person responding to the message. |
| Presentation | Where somebody presents something to other people. This is usually internal but can be | Can give a lot of information to all the people that need to know at the same time instead of talking to them individually. | Can't talk to people individually. You have to get everybody in the same place at the same time, which could be hard. |

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| | external. | | |
| Interview | Similar to a meeting but much more formal | Speak face to face which allows you to discuss ideas more. | Time consuming |

Written

| Method | Explanation | Advantages | Disadvantages |
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| Letter | Where somebody writes to somebody else – this can be informal or formal | Can hide what you are thinking if you don't agree but you don't want them to know. If you need to contact a lot of people it is quicker to write a letter than ringing everyone. | The response may take longer as the letter has to get posted to each person. Also the letter may get lost in the post. |
| Email | A letter, which gets sent over the internet. | It is quicker than sending letters as the person receives the email instantly and then they can respond instantly. | If your computer or the other person's computer brakes then they will be unable to see the email, which could be costly for the business. |
| Notice | Should be placed in a location where everybody can see it, so everybody can see what the company has to say | It is quick and easy method of telling the staff something. You only have to produce one per notice board, which makes it quicker than contacting each member of staff individually. | If the notice is important it may be unreliable, as some staff may not see the notice. |
| Advertisement | Can give information to people in many ways such as newspapers and television | It is a good way to give information to the public. It can be seen in many places ranging from newspaper to television. | It can be very expensive and may not give information or the correct information to the public. |
| Text | A message that is sent over mobile phone | It is quick and easy. It can also be cheap. The other person also gets the | Limited space to right your message and you has to have a mobile phone to send them. |

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| | | message instantly | |
| Memo | A short reminder to somebody telling them to do something | Extremely quick to produce and easy. An easy way to tell your staff an important reminder. | May not be as quick as email. It is also informal if you have to contact somebody outside the business. |
| Fax | Like a letter but it is received within minutes of sending | It is very quick and easy to use. After buying the fax machine it is cheap to run. | Have to buy a fax machine, which can be expensive. You don't know if there have received the fax unless they reply. |

Video

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| Internet video link | A video that is shown over the internet | Get instant feedback and it saves time and money instead of travelling to meetings. | May not be very good quality if the internet has a poor connection. Must be pre-arranged. |
| Video conference | A conference which is held with people in different places | It is easier than making everybody meet in a certain place at a certain time. | A large conference may be hard to organise. It may start to cost a lot to set everything up. |

Graphical

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| Charts/Graphs | Can show financial information, such as cash flow | Shows the different information in different ways. It can also show many things such as the increase/decrease of sales. | Can be hard to produce. May not give information accurately. |
| Cartoons | A drawing with captions. Normally aimed at younger customers | Sends out a message to younger people because it is simpler to understand. | May be hard to produce and put the message across at the same time. Also it may be hard to make it understandable to the younger person. |
| Website | Something on the internet that allows you | You can advertise a lot of things on it. It also gives the company the chance | Can be expensive to start up and if you haven't got the internet then you can't access |

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| | to get information. | to give more information on certain things. It is easy to access. | it. |
| Organisation Chart | Shows the different staff within in the business – normally, the bigger the company the bigger the chart | Clearly shows the different job titles within a company and they are really easy to understand. They only take a piece of software on the computer to make which makes it cheap to use. | They can be hard to use and may take a lot of time to fill in especially for a big company as there are more people to put on. |

When each type of communication may be used

When businesses do certain jobs within a business, internally or externally, they have to use different types of communication to make it cheap, easy and quick.

Oral

Below are a few examples of different types of oral communication and when they might be used.

Telephone – This would be used to order new stock and as it is quick and easy. It may also be used to contact a member of staff when they are at home because it is quicker than other methods such as letter.

Face-to-Face – This would be used to talk to customers as it allows the customers to ask questions if they don't understand. It would also be used to talk to staff within a business, as it is more appropriate than sending text messages.

Meetings – This would probably be used internally when different members of staff have to meet to discuss certain ideas. It could also be external when a member of the financial function has to meet an employee from the bank.

Written

Below are a few examples of different types of written communication and when they might be used.

Letter – This would be used to contact people outside the company to ask them questions about different subjects. This is an external way of communicating but it could be internal if the company had to communicate with somebody else.

Advertising - This would be externally to communicate with the public to show them about the company. This could be telling them about special offers or other stuff such as a new store opening.

Email – This would be used to communicate internally or externally. They would use it internally to communicate with employees and they would use it externally to communicate with customers, suppliers and other people.

Video

Below are a few examples of different types of video communication and when they might be used.

Internet video link – This would be used externally to communicate with different companies. This would be used externally and could be used for interviews, meetings and other gatherings where people can't meet up.

Video conference – This would be used if a company had a conference and people couldn't get to the venue. This allows them to see the conference even though they are not there. This would be used internally unless the conference was with people from outside the company.

Graphical

Below are a few examples of different types of graphical communication and when they might be used.

Charts/graphs – These would be used to show financial information such as; income, outcome and other financial information that could be shown on a chart/graph. This can be informal or formal as the charts/graphs could be shown to people inside the company or people outside of the company.

Website – A website is used to give extra information to the public and normally gives the customer the chance to ask questions. This is an informal way of communicating with the public and it is a very popular way for companies not matter on the size.

Why Debenhams use Written and Oral Communication

Debenhams choose to use different types of communication for different uses. The main types of communication within a business are written and oral .

Oral

Within Debenhams oral communication is a very popular type of communication for many reasons. Below are the two popular types of communication and why they use them.

One of the most popular types of communication is telephone. This is because it is quick and easy. Also this method of communication can be done computerised as the computer could be set up to auto ring different people. Debenhams would use this method of communication to contact customers to tell them about a number of things such as special deals. It would also be used to contact suppliers to let them know what you want to order or tell them they have sent the wrong orders.

Another type of oral communication that is very popular is face to face. This is popular it is a quick method and the most sensible method of communication when somebody is nearby. Debenhams would use this method of communication to communicate with customers within the store. They would also use it to communicate with anybody that asks them something when they are talking face to face.

Overall oral communication is one of the most used types of communication within Debenhams. This is because it is quick, easy and most importantly it is reliable.

Written

Within Debenhams written communication is one of the most used out of the four main types. Below are some of the main types of written communication and why they are used.

One of the main types of communicating is this type of communication is letter. This is because it is a quick way to contact the customers especially if there are special offers on they want to tell the customer. It is used because it is quick to do especially if there is one letter to send to thousands different people because they only have to do the letter once then photocopy it or print loads off.

Another popular type of written communication is email. This is similar to a letter but it is cheaper for the company to use as there is no printing or photocopying to do. It is also quicker as the email would be received straight away compared to a letter which would take a day or two to arrive. This is a good way of advertising as it is quick, easy and the email system is widely used.

Overall the written type of communication is used just as much as oral communication. This is because it is quick, easy, cheap and most importantly reliable.

Examples of the different types of communication

Each type of communication is used for different reasons and they are used to communicate to different people for different matters.

Telephone

This type of communication would be used with the different functional areas of Debenhams to give information between the different functions. An example of this within Debenhams is if the finance function had to communicate the marketing function about the amount of the money they are allowed to spend on an advert. They may use the telephone because it is quick and easy to tell each other important information.

They would use this method of communication to contact customers and suppliers outside the business. They would use it to tell customers about a range of information such as special offers. They would use it to contact suppliers to tell them what they are ordering or if one of their orders wasn't correct. They use it because it is quick, easy and cheap.

Face to Face

They would use this method of communication to communicate within a function. They would use this method because it is a quick and easy way to communicate within a function. Also if the message is important you know that the person is going to get the message. Also if the other person/people don't fully understand then they can ask questions so they can understand it fully.

They also use this type of communication when talking to customers. This is because it is the most sensible way to communicate with somebody else if they are there with you. This means the company can get their point across. Within Debenhams they can tell the customers about special offers on within the store.

Letter

This method of communication would be used to contact customers. This would be used to contact customers to answer their enquires, tell them about special offers or to send them vouchers. Within Debenhams they would use this to contact the customers about events happening within the store such as a new store opening or a special appearance.

They would use this method of communication when contacting other functions. They would use this to tell them important information. An example of this within Debenhams is when the finance function sends a letter to the research function telling them how much money they are allowed to spend on researching. Sending a letter between functions wouldn't be used that often

as it isn't as fast and efficient as other types of communication such as telephone.

Email

They would use this type of communication to communicate within functions. They do this because it is a quick and simple method of communicating. Within Debenhams they use this to tell each other important information or to send other people documents which they need urgently.

They would also use this method of communication to communicate with other functions within the business. They would use this because it would sometimes be quicker than ringing them or speaking face to face. Within Debenhams they would use this to tell other functions about their ideas to improve on the current range.

Evaluation

Within Debenhams most of the communication taken place is done to its full potential. You can see this because if the tasks weren't carried out to their full potential then the company wouldn't be as successful as they are now.

The oral type of communication is carried out very well and they normally use the correct method of oral communication. The most popular means of oral communication are face to face and telephone. These two are the most appropriate for the business for many reasons. For example when a customer needs contacting it is more than likely those they would use the telephone as it seems the most appropriate. I believe all the types of oral communications they use are the correct types and I also believe they use the correct types at the right times.

The written method of communication is also carried out very well as they use this method very frequently. The most popular means of written communication are email and letter. An email is an appropriate because if a customer has a question to ask, instead of going to one of the stores they can send an email and then they would get their answer within a few days. A letter is another way for the public to ask questions about the company and it is another way for the company to answer these questions. A letter is a more formal way to answer questions compared to an email which is an informal way. I believe the types of communication they use within this type of communication are the correct types as the business rarely get complaints because they haven't had a reply from the company.

The other two main types of communication, which are video and graphical are done to their full potential. These two are not used as frequently compared to written and oral as they are more expensive to use and they are normally used within businesses.

I believe out of all the different types of communication that Debenhams carry out they do them all to their full potential and that means it would be hard to improve on them. I believe the only way in which they could improve on is by advertising the different types of communication such as the website. I believe if the company advertised their website then more people would hear about the company which will expand the customer base. This may bring in extra custom as more people will see a different way of contacting the company for information. An example of how the company use the different methods of communication is: when

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