

## E2-        How Barclays Communicate With Their Customers?

There are different types of ways; Barclays can communicate both internal and external customers. If the bank is communicating with internal customers (i.e. employees), this is known as internal communication. If the bank is communicating with external customers (i.e. community, shareholders), this is known as external communication.

### Verbal communication

The financial bank can use verbal communication to communicate with customers within the organisation such as, face-to-face conversation, and outside the organisation such as, dealing with customer's complaint over the telephone. The benefits of verbal communication to Barclays are, the organisation can able to receive feedback and the communication can be passed quickly. The drawbacks of verbal communication to Barclays are, long messages are easily forgotten by listeners and it is important that the listener can hear the message without any interruptions.

Barclays always monitor all of their telephone conversations, so that the organisation can find out why their customers are unhappy with the services they received, can suggest any improvements in customer service.

### Non-Verbal communication

Non-verbal communication will enable staff members at Barclays, to judge customer's feeling. The benefit of non-verbal communication is that, it will enable Barclays to understand and communicate much more easily with people. With the use of non-verbal communication, staff members at Barclays can easily identify whether their customers are being truthful to them, for example, people fiddle with their hair and look around the room and not look directly towards the staff member.

### Written communication

Barclays can use written communication to send documents such as, business letters, leaflets, bank statements to an individual (e.g. customers and suppliers). An example of an internal communication is, sending an urgent letter to a manager through email. An example of an external communication is, sending bank statements in envelopes to customer's homes. The benefits of written communication to Barclays are, documents can be copied for other people, and it is useful for difficult communication such as, bad news. The drawbacks of written communication to Barclays are, documents can take time to produce, and can be spoiled by incorrect spelling or grammar.

### Technological communication

Barclays mostly use the technological communication because; it is more useful than verbal and written communication. Examples of technological communication that Barclays use to communicate with customers are through Internet, email, on-line

banking, cash machines, mobile phones, televisions and radios. An example of internal communication is having an important conversation with a senior manager over the mobile phone. An example of an external communication is a customer is filling in a customer complaint form on the internet. The benefits of technological communication to Barclays are, it can enable them to meet customer's needs, and can help improve its communication requirements. The drawbacks of technological communication to Barclays are, if computers fail, there are no files available, and requires staff training which is very expensive to do.

### How disabled customers can communicate with Barclays?

There are number of ways that disabled customers can communicate with the financial bank. Deaf and physically disabled customers can communicate with the bank on the internet, through on-line banking or company website. If a deaf customer wants to bank in near branches, he/she can communicate with staff members through hearing induction loops, which are available at every counter. Disabled customers can do telephone banking at home through their telephone. Physically disabled customer can bank in near branches because, Barclays provides them easy access to the buildings, for example, lower or ramped access, power-assisted doors, and low-level counters.