

Analysis Of An Organisation



Long ago, before the time of broadband Internet access, there was a small company called One2One. It was making millions on it's mobile phones and business was booming. But then this large foreign company called T-Mobile came and bought them out. Since then they have developed into a world-class business with offices in Russia, America, Australia and many more. This T-Mobile is a world recognised organisation. The ways they use ICT are unveiled and exposed in this analysis.

What is ICT used for?

In T-mobile they use ICT for a lot of things. A few are displayed below:

Finance:

They use their computers to keep records of all their clients' and staff's payments and mobile phones. They use it to keep track of all clients that are using pay as you go and contract users. They also use this part of ict to keep an eye on they money they have to pay out on electricity, Internet and telephone bills. Customer profiles are extremely easy to bring up by the use of Microsoft Database.

Customer Services:

This is the part of T-Mobile that I have chosen to do an analysis on. The customer services department uses a peripheral called Softfone and a program called Xcalibur. The Customer Services department uses Xcalibur to create icons for different people. Customer profiles can be brought up in an instant.

Communications:

Communication is very important in a large company such as T-Mobile. From clients to workmates, everything depends on a certain type of communication. The most common form of communication is telephony, but almost always the phones are linked to, you guessed it, computers. Most phone numbers are stored in the computer's memory, in programs such as Microsoft Access. On many occasions E-Mail is used to inform customers of special offers and deals.

Marketing:

E-Mail is often used to advertise the company and it's handsets. Some times text messages are also used to inform clients of special deals and offers. The offers and deals are speedily sent with a click of a mouse button

Filing:

T-Mobile use Microsoft Access to store various details on their clients and staff. The details can be accessed quickly and easily. This saves a lot of time and money on using Filing cabinets.

Advantages:

- Using ICT saves a lot of time, as staff can send and receive details in the blink of an eye. Also a letter that may need to be sent to 3,000,000 people would take days for someone to write by hand, but using a computer would take hours.
- ICT allows easy access to files that may take hours to find by hand would take minutes by doing a search in Windows.

Disadvantages:

- Computers and Internet access are pretty pricey in these modern times and would cost millions to replace if any was stolen.
- If a virus affects a single computer, the whole network may go up in smoke so virus scanners are constantly running.