Nokia Communications

Internal Communications

Internal communication can be used in all different companies from a skate shop to the company that I am doing Nokia. Internal communication have lots of different forms and they are listed below:

- Pagers
- Memorandum
- E-mail system (not the internet but a whole complete system)
- Video-conferencing

E-mailing system

A pager system is a very good invention. It is a small but in some cases a big object that bleeps when you get a message. It also has a keyboard and a screen so you can read the mail and write one. You can't talk to people on it which is a down side because for some people who can't write will take them ages. But the advantages of why the people use the system are listed below.

- You can take them anywhere (no wires)
- You can contact someone quickly you don't need to dial you just write the message and send it.
- They are in some case small and compact and it will fit in the person who is using it pockets

The bad point is:

- For some people it mite take a long time
- If you don't know how to use it, it will be a struggle

Memorandum

Memo are for employees to use within the business. Let say for instants a employee wants to tell the boss that he has sent all the files he needed onto his account. He can get a little piece of paper and write a little memo on it and stick it on the door. The boss will see it when he gets in. But it does have it's disadvantages for example a memo could be blown off because someone walk passed it. Or someone could take it by accident.

Pager

A pager is a very compact device. It can be clipped onto the person who is using it's belt. A pager has a little screen on it that tells you who is wanting to contact you. You can use it anywhere you like. But it doe shave it's disadvantage it's that you need another device for example a mobile phone to ring the person.

Video conferencing

A Video conference is something that two or more people talk to each other on a tv /a microphone. The device can be near each other but it can also be other the other side of the country or even earth. It is mainly used on the internet but it can also use a independent satille so everything is kept private it will be good for president to talk to each other about the war and no one will know what they are talking about.

External communication

External communication is the part that Nokia communicates with the outside world like customers, suppliers, and even banks. There is a rule that Nokia has to produce it's finical details so that the public can see it. They are two communication used in external communication and they are:
- Advertising
- Internet

Internet

This is a quick useful way to communicate with the customers because Nokia can put as much as they want they can even put pictures that explain the financial details like a graph to show how many phones they sold in the last past half year. The advantage of the internet is listed below:

- Instant feed back
- Saves time
- Contact people that are some really far away
- You can update it easy and quickly
- Little noise is made and you can't be really distracted (noise pollution)
- It is all in colours so it will attract more customers

The disadvantages are:

- Sometimes they are bad connection so you can't get on the internet to look at the details. It can be from something like the internet provider has a problem or that the Nokia website has a problem and is getting fixed.
- Not all of the information can be recorded for comparing details to see have they lost or made more profit.

Advertising

This is good for drivers who are on the road because normally the advertising notice are near the road and they are big and colourfull so it attracts the attention of drivers passing. That is just one way of advertising there is lots of ways of advertising. You can have advertising on tv. I think what makes a good advert is it got to have a catchy phase and a song that everybody will recognize. So when ever someone who have

seen the advert hear the music from the radio or something like that it will remind them of the advert. The advantages of advertising are:

- Little noise
- Updating is generally easy
- Records can be kept by recording it or take a picture of it.
- It can advertise to people who are a distance away or to people who wasn't interested to mobile phones.

Both Internal and external

This is a communication which reaches out to everybody from inside Nokia to people outside of Nokia (customers)

- Telephones
- Meeting
- Fax
- Annual review
- Notice boards
- Letter

Telephones

This is very popular with communication because it is easy to use everybody has got one. And everybody know how to use it. You just pick it up when it rings and talk. I think using the telephone is one of the best way of communication. It advantages of using a telephone is listed below:

- Instant feedback (because you are talking to them)
- You can contact lots of people in a very short amount of time
- Contact people whether they are one earth

They are also disadvantages too and they are:

- Can't be updated because if you have said something that's it you can't change what you said
- No record is kept so you can't prove it that the conversation tock place
- Costs money
- Sometimes you have black spots where they are no way you can phone them because the signal is so bad
- No face to face communication (so you don't know whether it is a person pretending to be your friend trying to listen to your conversation

Meeting

It is normally done in Nokia with all the employees meeting up and expressing their opinions to each other and then come up with a final result at the end of the meeting but sometimes it can last for hours and hours. The advantages of having a meeting is:

- Everybody can listen to it at once so you don't have to repeat it.
- You get instant feedback like you would with a telephone
- Records can be kept for example record the whole meeting
- You get face to face communication
- It's cheap so you don't have to pay lots of money to have a conversation

They are also quite a lot of disadvantages too and they are:

- Can't contact people who are no there at the time of the meeting
- People can't always make it to the meeting so they will miss out on the information given out that meeting
- Someone can disturb the meeting for example if someone comes in late for the meeting. The whole section will have to start again
- Can't really update it
- It creates a lot of noise when people start arguing because they different opinion on the topic
- If they are lots of people talking at once no one can hear what each other are saying so it's just a waste of time.

Fax

This is where someone rights like a message like a memo but instead of bringing it there they just have to simply put it in the machine and type the number and wait for a few second and there it goes to the other person:

- Records are kept when the message is being sent
- Little noise come out of the machine
- It's like the telephone you can contact people far away
- It saves a lot time than just bringing the message there

They are also disadvantage:

- No face to face contact
- The fax machine is huge
- A fax number is totally different to the persons house number
- You don't get instant feedback
- Someone can pick it up by accident
- You need tom use a thick pen so it shows up on the other persons print out

Annual Review

This is the review of Nokia it has to be produce for people to see. But it does have it's advantages:

- Record is kept
- Little noise is made because a annual review is made on the internet
- People can be contacted from far away
- It can reach a lot of people in a very short time because they are no limit on now many people can get on the internet site.

The disadvantages are:

- No face to face communication
- Only happens once a year so it can change rapidly
- It can't be updated easily
- Rival companies can look at the information

Notice board

Notice boards are for people to see little bits of notices and to see advertisements. It really only appeals to the people in Nokia:

- People can via through the notice board
- There is no noise what so ever
- It can reach a lot of people at once because people who walk past it can see it.
- You can update it easy because you only need a pin to stick it on the notice board

The disadvantages are:

- No instant feedback
- If someone doesn't like what you have written they can rip it off
- Not face to face
- If it's on a busy corridor it will be hard for people to look at the stop and notice the notice board.
- Records can't be really kept from a notice board

Letter

It is the first form of communication it's even before the telephone and that was invented ages ago. But it has it's advantages and disadvantages. Normally peoples complaints come in a letter and normally want a written apologue. The advantages are:

- Contact people quite far away
- Record is kept if you photo copy it
- No noise what so ever except when the postman puts it through your door at 7 in the morning.
- It can reach quite a lot of people at once if you address it to lots of people like a company.

Disadvantages:

- Can't update it
- Not that cheap
- It takes along time
- Can even get lost through the post
- Not face to face either

I think the best way of communication for external and internal communication is telephone, internet and letters. It's because they haven't got that mush of a disadvantage to them.