Assignment 6

The internal methods of communication are appropriate as it allows the members of staff to communicate to each other especially through ICT as it saves time and is more effective. The external methods allow the company to communicate with people outside the business especial through ICT
These are some methods of internal communication

Telephone conversation/mobiles-internal/external
Crown crest uses this method so one person can talk to another about matters. This can be used both internally and externally e.g. charlotte one of the workers could talk to one of the customers over the phone but could also talk to Anthony who works downstairs to give him a message. If they made the telephone like they have on mobiles where they can see the person who they are talking to like a camera phone, this will make the communication better as staff will find it better to communicate as they can see the person.

Telephone conference-internal
Crown crest uses this in order to talk to several people at the same time. This is good because they do not have to travel to go to meetings. However there are problems with this as there is no written record and it is quite slow to organize and put together. This is more expensive to set up then just going to a meeting and talking. As ICT becomes cheaper, it will make telephone conferencing cheaper. Ultimately telephone conferencing will probably be replaced by video conferencing because the former does not enable delegates to see each other. This is internal communication. However if they do use telephone conferencing staff may get distracted and not listen to some of the details.

Verbal – informal conversations or formal meetings-internal/external
This is used both internally and externally it is cheap and easy. Even though this is cheap and costs absolutely nothing, there is not a written record. This could be a problem because if a person has to remember something they could forget. Staff can be trained in how to improve their body language and the way the 'come over' e.g. through assertive talking in a non threatening way or if the staff was asked to pass on a message then a the person may forget some details and change it slightly like in Chinese whispers as there is no written record. Crown crest use this so staff can communicate with each other in meetings outside meetings, to customers, suppliers etc.

Letters-internal/external
Crown crest has their letters paper typed or printed examples of some letters are letters of enquiries, responses to enquiries and letters of invitation. The advantage of a letter is that it is cheap and an easy ay to communicate in writing. But it does take time to word process. The letter could also reach to the place late and the letter could be urgent also another problem is the letter could be sent to the wrong address especially if its hand written and the person who's posting it misreads and post it at the wrong house. Crown crest also sends their invoice etc through the post therefore they have to make sure they write correct names on the envelope and have to make sure its readable. The way ICT improves this is the writing is more readable and if crown crest wants to send more then

one letter if they have done it on computer they can print more then one copy and they will have a layout so the letters all are easier to type. It can also help if they have a grammar mistakes or anything they can correct it by spell check and they can also add special features e.g. bold.

Emails- internal
Crown crest use this to communicate within the business. They use it so staff can communicate with each other and send messages via email then standing up and going tp them as it save time. They can also send document as attatachments via email e.g. if sangeeta types something up for Chris she can just send it via an attachment then saving it on floppy then giving him. It save resources and is cheap. It could also be sent to loads of people. However not every single person in the company has computer therefore thy can only receive emails if they have a computer.

Faxes-internal
Faxes are used a lot in crown crest to communicate with different branches and send documents to different branches. Both the sender and receiver must have a fax machine. The fax machine sends messages instantly and the receiver does not need to be there to receive it but if it is private and someone else gets it then that could cause problems. In addition, if the document is lengthy it takes very long and quality could be poor. It is better to use email then fax as it is cheaper, quicker and more efficient.

Internet- internal
As crown crest does not have their own website it is internal they only use internet to check out competition and suppliers.

Reports-external
Crown crest have to produce an annual report each year so the government and members of public know how much they earn and other facts about the company. However its time consuming and there is no proof that the report is read. They do not allow immediate feedback or discussions. Instead of printing the work out they could just put it on Internet so every one can read it and less paper will be used.

Presentations
They are not used a lot in crown crest however they are used in meeting some times. However, it is very boring. They can put in on Internet then being printed out.