

Introduction

For this piece of coursework, I need to talk about the communication within a business, and I chose the company Richer Sounds to write about.

What is Business Communications?

Firstly, communication means the process of exchanging information or ideas between two or more individuals or group. By reading that sentence, we know that business communication means exchanging information within the business or outside the business.

Ways of Communications:

There are a lot of different kind of communications, oral communication, video communication, written communication and graphics communication.

Oral communication:

Oral communication means communicate by talking to each other, there are few different methods to use oral communication.

- Telephone conversation-talking to each other through the telephone.
- Meeting- meet up the person that you want to communicate with and talk face to face.

Benefit of oral communication:

Communicate by talking can easily get each other meanings, so that won't mix up things easily.

Disadvantage of oral communication:

Usually oral communication with waste people a lot of time, because if people start chatting, they will non stop talking other things until someone stop them, that's why it waste a lot of time.

Written communication:

Although most of the people are using telephones now, but written communication is still used in all types of business, despite the widespread use of information technology. It can take several forms.

Type of written communication:

- Letter- people can write letter than post I to each other, this is the most original written communication, but the disadvantage is it takes long time to arrive.
- Fax- for some important information, we can fax them out to each other, but the problem is you need to have a fax machine and your partner should have one too, and the words won't be so clearly.
- E-mail- on my opinion, I think e-mail is the best in written communication, because after you send the information out, it won't be like fax that the words were massed up, it will stay how you type, but

the thing is you and your partner should have a computer and a e-mail address, but for now a days, having a computer is not that expensive.

Business Communication at Richer sounds:

At Richer Sounds they use a lot of different communication methods to keep in touch with people outside the company (suppliers, customers) and inside the company.

They also believe that communicate in a good way is so important.

- They never use word 'staff' or 'employee' – they agree that everyone works in Richer Sounds are equal, that's why they use the word 'colleague' instead of 'staff' or employee'.
- They don't use the term 'head office' – they are afraid that they will confuse the people by using the term 'head office', that's why they prefer to use 'central office' and 'support department'.
- They don't use the word 'part – time' – to describe people that don't work in Richer Sounds fully, they use the term 'career key timer'; because they think that using the word 'part – time' will imply them that they are only 'partly' committed to working for Richer Sounds.
- They never approach customers by saying 'Can I help you'.

Above are only four of the example how they use communication in Richer Sounds.

Internal Communications

In Richer Sounds, communication may be sent:

- From directors or senior manager to colleague.
- From one department to another.
- From colleague to directors, senior manager, etc.

Example of communication from directors or senior managers include the following:

- Financial documents.
- The monthly video.
- The weekly reports.

Example of communication between departments:

Kelvin Wong

- Finance communication with all departments by sending out budget statements.
- Purchasing, stock control and the warehouse.
- Service and repairs liase with Purchasing.
- The stores communicate with central office.
- The stores request from Marketing.
- There are regular communications between the stores, Store Operations and Purchasing.
- There are very close links between Operations and Customer Service in relation to customer service feedback.
- Stores Operations are in regular contact with IT department.
- Marketing are in regular contact with Purchasing.
- Marketing are also in contact with Stores Operations.

Example of communications from colleagues to managers:

- Their suggestion scheme.
- Their training seminars.
- Each level of the business has a Colleagues' Representative.
- Store visits.
- Their career-counselling scheme.
- The Richer Way magazine.
- Their Colleague Attitude Survey.
- Out-of -Hour's meetings and group holidays.
- Home telephone number.

External Communication

The shop obviously needs to keep in touch with their supplier and customers, and that's external communications.

Communication with suppliers

The Purchasing Department and Warehouse colleague from Richer Sounds are mainly involved with the suppliers, and they will use either phone fax or e-mail (Oral and written communications) to communicate them.

Communication with customers

- The main communication is face - to - face, when customers visit their stores. (Oral communication)
- They communicate information about their products - through the catalogues or customers can also phone the call centre. (Written, oral and graphical communications)

- All customers who make a purchase in their stores are given a till receipt customer questionnaire. (Written communication)
- Customers with complaint are encourage to write in. (Written communication)
- Sales assistants and engineers receive a financial bonus. (Written communication)
- Customers can complete their 'We are listening' cards.
- Customers can obtain details about Richer Sounds. (Written, graphical communications)
- Customers can telephone their free phone number. (Oral communication)
- Customers can obtain details about Richer Sounds. (Written, graphical communications)
- Their Service and Repairs department offers all customers after – sales support.
- Customers can look for what they want through Internet.

After doing this part of my coursework, I found out that Richer Sounds mainly uses written and oral communications.

How to improve Richer Sounds business communication:

- They can ask customers for their home addresses, so if there is any new product out, they can send the information to them; they can also send catalogues to customers. But some methods of communication are faster than others. Electronic communications such as fax or e-mail will always be better.
- They can make a 'fast post box' outside their stores that people can drop their ideas and complains through that.
- Richer Sounds is a big company, so communications between departments, and between the company and the customers will be quite confused and difficult. I suggest them to have a responsible colleague in every department to respond the communication, for example: answering the phone. Of course they have to find out the right information before they respond, and this is quite a hard work as well, but doing that can make the company run better without confusion.
- They can have more advertisement on televisions and making posters as well. Customers won't look for the information themselves if they don't know there is any profit of buying Richer Sounds products.