

Internal communication



**ASSIGN
BUSTER**

It is important that a business has several means of communicating within the business. Different departments inside NEXT need to communicate with each other so they are aware of changes and problems within the business. If all departments are communicating well with each other the NEXT will be more efficient as the departments will have the same information. The methods of communication: 1.

Telephone
2. E-mail
3. Presentations
4. Agendas information on what is going to be discussed
5. Minutes information on what has been raised and discussed
6.

Intranet
7. Memos
8. Video
9. Newsletter
All departments within the business will communicate using the telephone .

This is the most common form of communication as it is the most accessible. The finance function at NEXT will use the telephone to complain to suppliers when there is a problem with an invoice. For example: if NEXT have ordered 100 sweatshirts and were charged for 200 then the finance department will have to contact their supplier to inform them of the mistake. The telephone is a good way to communicate in this particular case because they will be able to talk to someone and tell them about the mistake directly.

Also, if they sent an e-mail they would have to wait for a reply and this will take longer so the telephone would be the quickest method to use. The customer service department will use the telephone to contact other NEXT branches. For example: if a customer wants to buy a coat in a size 12 but it is sold out in a particular NEXT store, the customer service department can contact other branches to find out if they have that specific coat in the

desired size, and would tell them to reserve it for the customer. This is the best method to use because it is quick and can be done while the customer is waiting. And, as it can be done in front of the customer it will show them that NEXT employees are willing to take the extra step by helping their buyers as much as they can.

The telephone can also be used within a NEXT store. For example: if a customer is asking for a discount on a certain product because it is damaged the customer service employee can contact the manager by telephone to discuss whether to reduce the price and by how much. This is the best method to use because the manager will have their own phone in their office so they will be able to contact the manager directly. This is good because the manager is able to come to the shop floor immediately and decide on whether a discount can be given. Furthermore, the telephone will be used to communicate internally between departments so they are aware of what activity they should be doing. For example: if the marketing manager is unsure of which audience they should be focusing their research on for a new product, he/she will be able to contact the Human resource management by telephone and ask them.

I think this is a good method to use because they will be able to directly communicate with the manager at HR and as this is a form of verbal communication they are able to ask as many questions as they need to and get a reply immediately. The production department will need various methods of internal communication to help them carry out their functions. For example: if NEXT want to introduce a new product as they feel they need to increase their sales as they are not making as much profit as they would

like to. Then, they will send an agenda to all staff to notify them of the meeting where they will be able to discuss ideas for the new product. The agenda will contain information on what topics are going to be discussed.

The retail department may also use internal communication in the form of a memo to inform other NEXT stores about incidents that may have happened in a particular store. For example: a robbery may have occurred in two NEXT stores in the West Midland and therefore the managers may be on alert in case another store is going to be targeted and thus they must contact other stores and ensure they are aware of the threat. A memo is a good method of communicating because the message will be printed and as it is printed it only has to be sent once and can be photocopied and distributed to all employees within the business. Also, as it is vital that employees are aware of the threat the best form of communication to use is a memo because there is more chance that all employees will be aware of the threat as soon as possible. Because if an E-mail was sent it may take longer for the manager to check the E-mail because he may already have several E-mails from different people such as: suppliers, chief executives, potential employees etc.

Another form of communication that is used by NEXT is presentations. They are used when conveying information concerning business activities. The Production department will use power point presentation to express their ideas with others in the business. For example: they may have graphs etc to communicate the work they have been doing i. e. they may show how much of a particular type of jeans they have been producing each month.

For example: they may have different slides within the presentation for different products. Each slide may show how much of a particular product they have been producing. This will show others in the business which products are the most popular. The marketing department will need to communicate internally with all other departments when looking to boost sales by either improving existing products or introducing a new one.

The marketing department will have all the relevant research that will enable NEXT to improve; this research may be presented in power point presentations. Or, it can be talked about face to face with the production and finance managers at meetings. Power-point presentation at meeting are a good way of communicating because it is a form of visual communication so many people will understand the information better and the message will be given across more clearly. Another good reason for using power point presentations is that all ideas can be communicated to several people at once. This is because these presentations can be seen at meeting or sent to several departments by E-mail. However, putting together a power point presentation can be time consuming depending on how much information has to be given in the presentation.

Also, graphs showing results from surveys and questionnaires taken by customers can be sent to all departments via e-mail. The Finance department can present data in figures; charts etc and communicate them also through power point presentations. This is a good method to use as the employees will get a clearer image of the information than if they were just told about it. Also, all employees will be able to see the information at the same time.

In addition to this, a method of communication that is extremely popular now due to the developments in technology is Electronic Mail (E-mail). This form of communication is also used by all departments within NEXT. For example: The retail manager could contact the individual store managers by e-mail to inform them of promotions within the store, for example: Buy one get one free on children's clothing. It is important that the manager communicates with the staff in some way to ensure that they are aware of the promotion and thus are able to prepare the store i. e. hang up posters etc that will inform the customers that the clothing is on special offer.

I think E-mail is the best method to use for this because it is very efficient. There are many NEXT stores across the country and because they will all need to know about the promotion. E-mail is the most suitable as it allows the information to only be written once but sent to many stores at the same time. Also, e-mails are received within minutes of being written so the message can be given very quickly.

Retail staff will also need internal communication to contact head office. For example: if there is a complaint from a customer about faulty goods, then the retail department will have to contact human resources by e-mail, notifying them of the problem. They may decide to use e-mail for this particular scenario because it can go directly to the human resource manager in case he is not available by telephone. Also, it is time efficient as they will not have to talk to several people on the phone before contacting the manager at head office. Human Resources are responsible for recruitment, For example: if there is a job opening for manager. This team

have to ensure that employees know about the job opportunity, in case they want to apply for it.

To get this message across, HR can send an e-mail to all employees or they can put notices up on the business' intranet. The advantage of putting the notice up on the intranet is that employees of NEXT are only able to access the information so it is more secure than distributing newsletters as this can be seen by people outside the business. Moreover, The Human Resource department is responsible for the health and safety of all staff therefore, it is important that they are able to communicate with all departments. For example: if there is going to be a fire drill to assess whether health and safety regulations are being followed, it is important that employees are aware. Therefore, they will be informed in advance by E-mail.

This is a good method of communicating for this particular case as the same information is going to be sent to all employees that receive the e-mail. Also, as this is very important information; the HR department may not use the telephone as the message may be misinterpreted. Finance may also send e-mails to other employees such as the production manager to communicate with them to tell them if they have enough money to continue producing goods on the scale that they are currently doing, or if changes need to be made. This is a good method of communication because it will go directly to the manager of the production department and it may be quicker than arranging a meeting. I think E-mails are a very good method of communication because they enable messages to be received very quickly. Therefore, fewer problems are likely to occur as messages are less likely to be delayed.

Also, E-mail is a secure form of communication because the person that the E-mail is sent to is the only one that can receive it, so if messages are private i. e. between managers then they will use E-mails to contact each other. I think the retail manager could also use fax for this particular example as the details will be put on paper so it will be easier to follow than having to explain over the phone. Also, as it is a fax the store manager is able to make photocopies and distribute them to employees within the store so they know the exact nature of the promotion. Also, if the HR department want to ensure all employees are aware of health and safety regulations they can put notices in a newsletter containing information that will inform employees about the health and safety at NEXT.

I think a newsletter is a good form of communication because the information only has to be written once but can be photocopied. The good thing about newsletters is that all employees will receive one so they will all be treated equally as they will all be given the same information. This is good because there is less chance of any employee not being given the information as there will be many newsletters around each department. They have to make sure all departments are working well together so the business as a whole can give an excellent customer service. They can communicate with other department with the use of I.

T. For example: if they wanted to get messages across to all employees of the business they could put it up on the business' intranet. They could also communicate with other departments by sending e-mails as this is a quick method of sending the same information to many different departments at the same time. Finance needs to hold meetings to discuss solutions to help

stores that are dealing with short term problems. A meeting is the best way of communicating for this because everyone at the meeting is able to see information on sales figures (through balance sheets, profit & loss accounts etc). Therefore, they are able to see how big the problem is and discuss what can be done to help.

Meetings will also be held to discuss the targets for the day. A form of communication that is linked to the meeting is an Agenda. This informs the employees what the meeting is going to be about. An agenda can be sent in the post or distributed to managers by hand.

I think a meeting is a very good form of communication as it enables all employees to present and discuss ideas at the same time so it will be less time consuming than sending e-mails to each individual and waiting for a reply. However, if an employee is unable to attend a meeting because they are at another one, the issues raised at the meeting will be communicated to this employee. The minutes will show employees what was raised at the meeting. This is good because although they weren't at the meeting they will still know what was discussed. Furthermore, if all the managers of NEXT stores have to attend an annual meeting but one of the managers at a store abroad is unable to attend, he can still communicate with those at the meeting, via video link. As this meeting is very important it is essential that all managers are present because every manager's input is significant.

This is because this particular manager that is unable to attend may have an issue that he needs to discuss and he will still be able to do this via a web cam. I think video conferencing is a good method to use because associates of the

business in different parts of the world are still able to communicate with each other. Also, this enables people to have a verbal conversation at the same as being able to see each other. This method of communication is very effective as it is almost as if the people are face to face. Thus, they can see images and are able to discuss them at the same time.

Furthermore, a form of communication that can be used for less important events can be notices on the notice board. For example: if NEXT were collecting money for charity and were having a dress up day in store, the manager may put a notice on the notice board in the staff room. This is because, all employees at NEXT store will enter the staff room at some point and therefore will be informed of the charity day.