

Business: instant messaging and different functional areas

[Business](#)



Types of information

Complete the table (class discussion)

MethodUses

Verbal

To communicate with staff.

To discuss future developments.

Inform everyone about new ideas at the meeting.

Customer service

Interviews

Written

To communicate internally and externally.

On-Screen

To show presentations.

Multimedia

Video meeting, skype.

Web-based

To promote business on the internet.

Electronic forms of communicationUses

Emails

To inform everyone about staff meeting.

Touch Screens

To scan goods, for example, when customers are paying at the shop. WAP

When you do calls on the internet.

DVD

For staff training.

Text messaging

Short text messages to customers about new products/about discounts at

the shop. The internet (websites)

Use their website to promote and advertise their goods.

Digital Broadcasting

Video conference, to communicate with shareholders that are abroad.

Sources of Information

Internal sources

External Sources

Financial Data

Government statistics

Human Resources

Commercial reports (market research)

Marketing reports

Customer data bases(purchased from other companies or

formloyaltycards/online surveys) Sales figures

Competitor's annual report

Manufacturing outputs

Trade associations 9 e. g. chamber of commerce)

Different functional areas:

Administration

Customer Service

Production

Research and Development.

<https://assignbuster.com/business-instant-messaging-and-different-functional-areas/>

Purchasing.

Different functional areas:

Human Resource and Administration

Production

Marketing and sales

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