Business communication and technology

Business, Management

Business Communication and Technology Technology has been evolving at a high rate especially in the last two decades. This has led to substantial levels of technology integration in many fields such as business. In business, technology is used for various purposes such as the production process, performing transactions, making business projection and in business communication. Communication is important in business. Integration of technology in business communication is vital since it makes communication not only cheaper but also fast.

Businesses have managed to effectively integrate benefits of technology in their communication systems (Castells, 2009). This is evident in the way firms have been changing and upgrading their communication systems to conform to the nature of the modern-day world of business. A good example of effectiveness in technology integration in business communication is the use of Voice over Internet Protocol (VoIP). It is estimated that approximately 55 % of middle sized companies globally have changed from usage of the traditional telephony technology to the use of VOIP. VOIP reduces cost of internal and external communication since some of its providers are willing to offer unlimited calls for small periodical payments of as little as 10 dollars per month. This is advantageous to businesses which rely highly on sales and marketing and hence require long talk-time (Thomas, 2010).

Effective integration is also seen in how business quickly adapted to video conferencing with its introduction. Video conferencing is used to conduct events such as business meetings especially when key participant are in different geographical areas (Castells, 2009). Google Plus and Skype are examples of providers of video conferencing to businesses. It is therefore

clear that businesses have promptly and effectively adapted to changing

technology by integrating it into business communication.

Reference

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