

Role of Effective Communication in Customer Relations

Introduction :

Conditions in business today require the emergence of a new leadership with high principles. This new leadership has to create a positive, productive and ethically grounded environment. "If you are to get results working with other people, it is essential that you develop your abilities and skills in three inter-related areas of leadership, decision making and communication (John Adair). Similarly, it is said, "Marketing is merely a civilised form of warfare in which most battles are won with words, ideas and disciplined thinking". As such customer relations play a vital role in the success of any organisation and relations depend on effective communication. "Good products and good service is just not enough, we need to add sparkle and creativity". This sparkle and creativity can be added through effective communication. It has been observed that in spite of good products and good service some of the business organisations fail to attain success. This is probably because of the barriers in communication which are not taken into consideration by these organisations. To attain success employer and the employee should be linked with proper communication. In this project enough care shall be taken to understand the real significance of effective communication. Similarly enough space shall be given to understand the scope of effective written and spoken communication. The thrust area shall be the smooth relations between the employer and the employees; and the organisation and the customers.

It has been observed that there has been change in the spoken form but written form has not changed in business organisations. The purpose of the project is to look for examples, visiting different firms verifying various written documents so as to comprehend the forms and types. Different readership demands different forms, writing style and layout. The attempt shall be made to come up with suitable formats and writing styles for various groups of readers. Writing styles depends on the way in which one makes use of one's basic education in English language. It is not the function of this project to provide such a basic education; but it is the function to suggest how best to make use of the education.

The Project shall discuss some key variables which characterise writing style regarding length of statements, choice of words, use of verbs and choice of pronouns. The

enthusiasm the meaning conveyed in the message. Style depends on the reader, on his interests, knowledge, education, and wants. We have to understand that different readers will require different styles at different times. It has to be noted that the character of writing has changed dramatically during the past century, and the pattern of change has continued during the past decade.

• Ensure a sharp focus in your thinking

The Project shall deal with the changes from extended, discursive writing style to shorter simpler construction. Competent writing style avoids causing difficulties for the reader.

• Make Similarly, readership has to be taken care of in every style and format of communication. The following distinctions shall be dealt in the project.

• Feed the recipient's expectation, let him know what's coming next

- Professional and layman.
- Always remember the recipient's needs. Keep him well fed, appetizingly
- One's own profession and other professions.
- A good transmitter makes a good receiver.
- The reader's level of experience.
- Native language English, second language English.
- Educational level.
- Interest

These days readers do not like lengthy and verbose statements. The project attempts to visit-various organisations to verify the written documents, and if possible to suggest some ways and means to make them effective in business process. Enough care shall be taken to see if some changes can be introduced in letter writing and business correspondence so that reader could be attracted to the letter by such sensitive attention to his interests and by careful use of writing style and layout possibilities through the middle of the letter. Similarly, to end the letter with a pleasant, possibly familiar note.

Report writing is another issue which occupies an important place in written communication. The writing of reports is a difficult task for many people. The project attempts to make project writing an easy and effective task by taking into account the preparation,

smooth conduct good behaviour with the customers, the importance of effective

reports structure and presentation of report. In the same way writing minutes of the meeting shall also be dealt in the project.

There is a consistent theme running through all these sections of the project.

- Prepare systematically.
- Ensure a sharp focus in your thinking.
- Opening moments are critical.
- Make positive use of non-verbal communication.
- Feed the recipient's expectation, let him know what's coming next.
- Always remember the recipient's needs. Keep him well fed, appetisingly.
- A good transmitter merits a good receiver.

Clarence Barron, editor of Wall Street Journal, wrote in 1925 : "The Soul of all writing and that which makes its force, use and beauty is the animation of the writer to serve the reader. Never write from the standpoint of yourself but always from standpoint of the reader."

Origin of the research problem :

In spite of the accepted importance of effective communication there has been no change in the behaviour of relations with the customers, especially in government offices. There is tremendous disrespect for the employees working in government offices about their rude behaviour. Similarly, the complaints, launched by the customers against government employees are on the rise. Even the complaints are overlooked upon by the high officials. They have accepted complaints as a part of their routine work and are to be set-aside without taking any decisions.

The research is significant as it provides an insight into the factors which are responsible for the smooth relationship between all the stakeholders of public relations. In the existing cut-throat competition, where the success of any organisation depends on the smooth conduct good behaviour with the customers, the importance of effective

communication assumes a significant role. It is important that the business organisations government institutes and other offices should undertake research regarding smooth conduct and good behaviour to enhance customer relations. It's through customer relations that a business organisation or any public office can attain success in smooth customer relations and success in the field of activity. The research project is a move towards understanding the smooth relations of the customers at every stage of public life.

Objectives of the Research :

Taking into consideration the significance of the Research Project following objectives are set.

1. To examine the reasons responsible for barriers in communication.
2. To Verify the written documents in order to search the causes for failure of effective communication.
3. To visit various public places meeting individuals and groups to get the first hand information about oral communication and why spoken communication fails to motivate smooth customer relations?
4. To meet various stakeholders in order to get first hand information how personality of the individual affect public behaviour.
5. To study the behaviour of customers in public undertakings, private firms and government offices.
6. To analyse the personal reasons responsible for outward behaviour and public relations.
7. To suggest effective measures to overcome barriers in communication, written and spoken.

Scope and limitations of the Research Project :

As the subject deals with written and spoken aspects of communication it has a scope to meet different people or organisations of the public and private undertakings in Amravati and Akola district.

The project shall be completed within one financial year from its commencement.