

Introduction to E-mail

- today's business, highly competitive market
- need of high speed communication and information transfer
- most of the activities today electronically, using computer-based technology
- e-mail as an effective, low-cost and instant method of communication all over the world
- messages keyed in and transmitted to the recipient
- a single message simultaneously to many recipients

Advantages of E-mail

-saves time and effort; formal, printed memos, faxes and letters / short e-mail messages deleted after a few days or weeks / long or important messages retained on electronic file or printed out as a hard copy

Some advantages are:

- i) High speed send / receive cycle;
- ii) Direct input and retrieval from keyboard;
- iii) Virtually instant dispatch / retrieval;
- iv) Simultaneous circulation to pre-selected groups;
- v) Other files can be attached to e-mails.

- e-mail quick and easy to use / but basic rules of good business writing required
- use of abbreviations when e-mailing personal friends only
- through e-mail our personality is revealed / crisp, clear messages; prompt reply; very good co-operation
- long-winded and pretentious in e-mail messages; dangerous
- casual, friendly, conversational style for e-mail

Ten complaints / pitfalls about e-mail in practice

1. Vague subject line

Mail headed 'urgent' or 'hello' not opened by readers

So, SMART subject line is today's need. (Specific, Meaningful, Appropriate, Relevant, Thoughtful)

2. No greeting

No Dear Pradip / Dear Mr. Sharma as in letters

More informal here (Hi Pranita, Hello Nikhil)

3. No sign-off

Just your name, no signature at the end / not 'Regards' or 'Kind regards'

4. Poor formatting

Space between paragraphs is required. It helps the readers.

5. Vague messages

What the writer is trying to say, or what the writer expects of you / use appropriate structure / be clear in writing / the reader should favour

6. Tell me what to do

Connected with 5 / the writer doesn't tell you what action he or she wants you to take after reading the message / three r's: guide the **Reader** towards the **Response** that is **Required**

7. Unfriendly tone

Use of proper words / right tone / right emotion / no misunderstanding then

With wrong words the person easily offended and the important business contact lost

Good writers learn to choose their words carefully, and get the tone just right.

8. CC to the whole world

CC: Courtesy Copies, not carbon copies

Don't send a cc to everyone you know. Just send a cc to people who need to know.

Send a cc only when it is essential.

9. Bad grammar, bad spelling and bad punctuation

Sloppy work / all the messages in one continuous paragraph / poorly structured messages that don't state what response is needed

Poorly written messages with errors in grammar, spelling and punctuation

Remember all these, and make sure it gives a good impression

10. Just plain sloppy

Replying to e-mails because of the urgency of e-mails / rushed messages : garbled, unclear, unfocused, with poor structure, poor tone and poor spelling

Readers don't understand such messages / generally offended / even not knowing what they have to do in response

How to Create Electronic Rapport (friendly relationship)

Some techniques for creating electronic rapport with e-mail correspondents:

1. Don't just dive into your message

Some basic background information at the start / warm and friendly in opening where possible / examples:

- It was good to speak to you this morning. I'm glad we were able to clarify this issue.
- Thanks for calling me today. It was so good to speak to you after all this time.
- Thanks for a great lunch yesterday. Your new project certainly sounds very interesting.
- I'm sorry to hear about the problem you've experienced with your new LCD projector.

2. Show some feelings

Just facts without any concern or feelings-----not good / add texture to the message by using emotive and sensory words / empathy in message forms a better bond with readers

Examples:

- I appreciate your understanding.
- I certainly see what you mean, and hope we can resolve this problem.
- I am happy to offer you an extra discount of 10%.
- I am pleased to know you will be visiting Mumbai next month.

3. Keep your message positive and focused

- Keeping a positive attitude towards the readers and maintaining a focus on their needs
- Diplomatic / not to be afraid to apologise if wrong

4. Tailor (adapt) the tone of your message

Be careful to tailor the tone of message accordingly.

Personal e-mails vs business e-mails

Avoid using abbreviations, exclamation marks and slang when writing to clients.

5. Be precise and clear

A clear and professional message / pay attention to what is being asked and respond clearly

Sample of e-mail message

To sharma.madan98@gmail.com
From koirala.kishan34@gmail.com
Date Mon 31 August 2020
Time 11:35:40
Subject Business Communication 4th edition

Hi Madan

Thanks for your email today. I'm glad you enjoyed your vacation in Pokhara.

I'm happy to report that I've been able to progress very well with the new edition of Business Communication. I've received help from some friends and colleagues, which has been very valuable. I've also been in touch with lots of big companies who have very kindly given permission to me in order to use some of their documents in my book.

I should be able to wrap everything up by the end of this month. Would you like to come up and collect the work next week? Shall we say Friday 4 September at our usual table in the Everest Hotel at New Baneshwor?

Please let me know if this is OK with you.

See you soon.

Kishan

Question:

1. You work in the Training Department at ST Electronics. Approximately 12 of your staff need to attend a training course on Customer Services. You need to arrange a meeting with Mahesh Nepal, your usual contact at Pioneer Training Services, to discuss this. Send him an e-mail to find out if they have a suitable course available--within the next couple of months would be ideal. If so, ask for relevant details. If not, ask if they could conduct a special course for these staff at your own premises. [5 marks]