What is meant by business messaging?

Business messaging refers to a variety of channels via which businesses and customers can interact. SMS or text messaging is the most popular method of communication. Shipment reminders, promotional incentives, marketing offers, and scheduled appointments are all things we have dealt with. These are the types of messages we usually identify with business communication. Business messaging can take place on any digital platform where your consumers already spend some time, with the expectation that communication will be two-way. Business messaging brings comfort and simplicity to customers. Customers expect comfort from pre-sales and post-sales engagements with businesses as they do with friends and family. In addition, messaging is the favored method of contacting a firm for 66% of buyers. Here are a few examples of popular business messaging situations.

- A subscriber to security systems who requires assistance in putting up his new recording device.
- A buyer on your webpage, who needs assistance discovering a product, requests assistance via online chat.
- An applicant gets texted by a loan approval officer to turn in missing papers to complete an application.
- To deliver one-to-one customer care, direct messages are exchanged on social media sites such as Facebook and Twitter.
- An air conditioning firm is scheduling an installation session for a new unit.
- To avoid incoming phone calls, a business communicates shipping and delivery information to customers ahead of time.

How does business messaging impacts revenue growth?

The top priority for businesses is to increase income. Every tactic and strategy has a method for that final moment. Companies frequently contemplate adding a new line of products or services, as well as increasing prices, to boost income. Sure, those routes may lead to more cash, but they are not the most straightforward. Creating a new item or product portfolio can be a significant time and financial investment, with the risk that buyers will not purchase it. Customers are irritated by price rises, and some may switch to opponents. Some folks wish to buy what you currently have, as well as existing consumers who may return more regularly.

Many businesses are now focusing on consumer engagement as a method to acquire more customers and boost their buying regularity. This is where your message will have the most influence. Messages allow customers to interact with your organization whenever, wherever, and however they want. Queries from potential buyers can be addressed with flexibility, quickness, and efficiency. Loyal clients receive prompt support and service when they need it, which means they will come right back for more and tell their friends about how fantastic you are. Take the following scenarios and how your company can use business messaging to help clients get closer to making purchases:

- When customers can receive the information they need to decide on a supplier, service providers win. With business messaging, buyers can easily schedule an interview to receive the estimates. Messaging eliminates interruptions and dropped calls, which otherwise causes customers to look for other options.
- Messages are used by businesses in the tourism and hospitality sectors to give a great customer experience from the first encounter. Questions about temperature and cancellation rules are swiftly resolved. This allows interested parties to jump right into the booking system with confidence.

Positive messages

Favorable messages are those that are expected to elicit a moderate to positive reaction from the audience. Regular or pleasant news is frequently used in positive communications. Congratulations, approvals, recommendations, simple credit applications, and credit confirmations are examples of communications that could be sent. Rejections that are somewhat usual or anticipated may also fall into this group. This might be anything as simple as a parking lot shutdown that causes small annoyances to workers. Condolence messages, as bizarre as they may sound, fall under this category as well. Sympathy notes are common since the recipient will not be surprised.

When the following occurs, regard the communication as positive communication:

- This is information that the recipient enjoys or anticipates.
- To comprehend the message, the recipient requires little expertise or understanding.
- Even if the communication is not entirely favorable, the recipient deems it normal.

Negative messages

Negative communications are those in which the recipient is required to answer negatively. Bad news makes up for negative ideas. The sender's purpose in these letters is to deliver terrible news while maintaining the business relationship. While the sender is required to communicate terrible news, the author wishes to prevent an individual from departing or a customer from switching vendors. These statements could include things like refusing to issue a refund, canceling an event, not being able to support an event, and so on. When the following occurs, regard the communication as unfavorable communication:

- The recipient may be dissatisfied.
- A little coaxing is required to persuade the recipient.
- The recipient may be uneasy.

Persuasive messages

Persuasive communications are the third related category. The listener is assumed to need reinforcement to engage with the speaker. In some circumstances, such as when you are asking for a letter of recommendation or inviting somebody to an after-hours work event, the recipient is more like a favorable listener. When you are asking for an extra payment as a consequence of a mutual blunder or granting an extension to an upcoming due date, for instance, the recipient is more like an unfavorable audience. When the following occurs, regard the communication as persuasive:

- The recipient may be hesitant.
- A favor is being requested from the recipient.
- The recipient may be invited to an event that is unrelated to his or her current duties.

Workers should have a thorough knowledge of business messages and how to correctly write them. The more practice an employee gets, the better his or her writing will become. Business communications ensure that information is accurately communicated inside the company. It is a strategy for improving customer service and personnel management. Workers who comprehend how to compose business communications will be handled more often and will improve client interactions since they will be dealing with customers who have questions or concerns about the company, product, or service in question.

Context and Applications

In practical life, writing business messages is of utmost importance. It plays a crucial role in writing emails to superiors, LinkedIn pitching messages to the clients and audience, writing follow-up emails, marketing posts and campaigns, and so on.

This subject is relevant to students in universities who are willing to pursue:

- Bachelors in Arts in Communication Studies
- Masters in Arts in Communication Studies
- Masters in Science in Strategic Communication

Practice Problems

1. Which of the following is an example of business messaging?

a. Shipment reminders
b. Marketing offers
c. Promotional advertisements
d. All of the above

Answer: Option d

Explanation: Shipment reminders, promotional incentives, marketing offers, and scheduled appointments are all things we have dealt with. These are the types of messages we usually identify with business communication.

2. In what way(s) does business messaging influence revenue growth?

a. More interaction with consumers
b. Prompt responses to clients
c. Lower advertisement costs
d. Both (a) and (b) are correct

Answer: Option d

Explanation: When customers can receive the information they need to decide on a supplier, service providers win. Messages allow customers to interact with your organization whenever, wherever, and however they want.

Queries from potential buyers can be addressed with flexibility, quickness, and efficiency.

3. Which of the following statements indicates a positive message?

a. The order has been dispatched for delivery.
b. Arrangements for accommodation have been made.
c. Both (a) and (b) are correct
d. None of the above

Answer: Option c

Explanation: Favorable messages are those that are expected to elicit a moderate (accommodation arrangements) to positive reaction (the order has been dispatched) from the audience. Regular or pleasant news is frequently used in positive communications.

4. Which of the following statements indicates a negative message?

a. Repair costs have to be borne by the customer.
b. The parking lot is closed for construction.
c. The new portal takes time but has more features.
d. Both (a) and (c) are correct

Answer: Option d

Explanation: The sender’s purpose in negative messages is to deliver bad news while keeping the business relationship intact. Regarding maintenance costs, the customer is dissatisfied, and the second message would require persuading the customer.

5. Which of the following statements indicates a persuasive message?

a. Kindly speak to the new employee.
b. Please write a letter of recommendation.
c. Request to help with a new book shop.
d. All of the above

Answer: Option d

Explanation: In all the above options, the listener is asked for something or is being persuaded to do something for the speaker. Words such as "kindly", "please" and "request" indicate persuasiveness on the speaker's part.

Related Concepts

- Interpersonal communication
- Corporate communication
- Customer relations

What is Business Communication? The Definition

Business communication is the process of sharing information between people within the workplace and outside a company. Effective business communication is how employees and management interact to reach organizational goals. Its purpose is to improve organizational practices and reduce errors. It's important to work on both your communication skills and communication processes to achieve effective business communication.

The importance of business communication also lies in:

- Presenting options/new business ideas
- Making plans and proposals (business writing)
- Executing decisions
- Reaching agreements
- Sending and fulfilling orders
- Successful selling
- Effective meetings
- Providing feedback to employees and customers

***Related:* State of Business Communication Report Reveals Shocking New Trends in 2020**

All organized activity in a company relies on the process of business communication and your communication strategy. This could be anything from managerial communication to technical communication with vendors.

And once communication becomes unclear, the company's core systems risk falling apart. Data shows that 60% of internal communications professionals do not measure

internal communications. Potential reasons include not knowing where to start, the next steps, or how to calculate ROI.

Why is business communication important?

Strong communication strategy in a company will likely result in higher employee engagement. And companies with connected employees in the workplace have seen a spike in productivity of up to 25%.

Companies with an engaged workforce see a 19.2% growth in operating income over a 12-month period. Those with low engagement scores earn 32.7% less.

How much more successful would you be if you had better employee engagement?

And how can you ensure a business communication process that will make it possible?

Types of Business Communication

Let's first differentiate the main types of communication in a typical organization.

First, we have internal **business communication.**

Internal business communication can be:

- **Upward communication:** any communication that comes from a subordinate to a manager. Or from another person up the organizational hierarchy.
- **Downward communication/Managerial communication:** anything that comes from a superior to a subordinate.
- **Lateral communication/Technical communication:** internal or cross-departmental communication between coworkers

Then, there is external business communication.

External business communication is any messaging that leaves your office and internal staff. It involves dealing with customers, vendors, or anything that impacts your brand.

You can sort all communication in this spectrum into four types of business communication.

1. Getting and receiving instructions and assignments both upward and downward. This includes an effective delegation from one person to another. Most problems in business begin with unclear communications in this area.
2. Sharing and discussing information, including information sharing that goes on in meetings. When communication fails in this area, it causes tasks to be done improperly or not at all.
3. Giving feedback, correction, and discipline to people who report to you so that they can have the knowledge and the tools that they need to do their jobs better. Giving great, actionable feedback is a key skill for anyone in a leadership position. Non-verbal communication and body language also play a role here.
4. Problem-solving and decision-making meetings and discussions. These are considered among the most important discussions for any organization. This involves higher critical thinking and better communication technology.
5. Public relations can even be considered a form of external communication that is important to your communication strategy.

How is it different from business communication services?

Business communication typically refers to the act of communicating in your business. On the other hand, business communication services refers to the types of software solutions you could use to help facilitate communication and collaboration across your business.

Business communication services include:

- Voice solutions like VoIP
- Software that allows you to conduct video meetings
- Email services
- Contact center software that manages communication with your customers
- Service tools that let you take calls and communicate from anywhere

Which Business Communication Services Does My Business Need?

The answer largely depends on the size and preferences of your business. There's no one-size-fits-all solution. One thing is for sure: you will set yourself up for success by only using business communication services you need and will actually use.

For example:

You want a forum board, so you and your staff spend weeks finding the best solution and setting it up.
After a while, you learn that no one is using it because they get their answers quicker from their team or documents. An unnecessary solution has cost you valuable time and money.
Or you install a quality video conferencing system, when in reality you only need a reliable business phone system to run your remote meetings.
Every business will use web-based communication. All the other methods, however, will depend on individual company circumstances. Take the time to mindfully consider the value of each for your unique situation.

Problems That Effective Business Communication Can Solve

Clear and effective business communication is critical for teams, employees, managers, and executives to perform their jobs and fulfill their responsibilities. Without the right processes and tools in place, the flow of information is interrupted and people are left in the dark. This can lead to serious consequences for the company, from unsatisfied employees and customers to lost profits. Transparent flow of information is an obvious overarching goal of a business communication process. But what are some deeper problems that successful business communication solves?

1) Email overload and lack of everyday productivity and clarity

In many workplaces, people are simply overwhelmed with the number of messages they receive in a single day. In his book Message Not Received, Phil Simon said the average person receives 120 to 150 emails per day. We easily misplace or completely overlook a crucial piece of information. With a business communication system in place, companies can reduce digital distractions and create space for ideas and thinking.

2) Horizontal and vertical communication silos

Often times, teams and departments don't exchange essential information. Other times, there's no easy way of reaching out to a department manager when there's an issue inside a team. These silos form easily and often without anyone noticing, but can easily be remedied with a communication plan in place.

3) Poor communication with remote employees

Remote work is here to stay. The State of Remote Work report from Buffer shows that the vast majority of employees would like to work remotely for at least some of the time.
They list collaboration and communication among the top three struggles when it comes to working remotely, proving the value of the right communication systems in place.
Related: Telecommuting Technology: The Essentials for Remote Work

4) Employee turnover/Low employee engagement

Losing the ideal people from your organization puts your ability to serve customers at risk. It's also expensive.
Losing an employee can cost as much as twice their annual salary, but when companies do communicate effectively, they are 50% more likely to report turnover levels below the industry average.

5) Poor customer service

If there's poor communication in an organization, two things happen when it comes to customer service. First, employees in customer-facing roles won't have the information they need. Second, customers will sense low employee morale and have a negative experience.
In fact, one study found that employee attitude improvement impacts customer satisfaction, which then results in an increase in revenue.

What is the importance of non verbal communication in business?

Non verbal communication covers so much ground – from your facial expressions to your tone in an email. Considering the vast majority of business communication happens asynchronously (meaning anything other than an 1-1, face-to-face meeting) via email, project management task boards, or chats…almost all of our business communication can be considered non verbal. Therefore, it's incredibly important to work on your non verval communication as well.

Top tip? Read something out loud before you hit "send." This is a good gut check to hear how your message is coming across.

5 Steps to Set Up Your Business Communication Process

A solid business communication process is essential for the happiness of your employees and customers. Ultimately, this leads to financial stability.
One report discovered 29% of employees believe their current internal comms tools aren't working.
Here are some of the reasons they listed:

Irrelevant information, exclusion, dishonesty, and lack of access to key information is something your own workforce likely experienced, too.

A study by Salesforce found that 86% of executives, employees, and educators consider inefficient communication to be the reason behind workplace failures. We can no longer ignore the importance of teamwork and chemistry and their impact on employee productivity, engagement, and advocacy.

Here are the steps you can follow to ensure a successful business communication process.

1) Audit your current state of business communication and set goals

No matter the stage of your business, you need a business communication plan in place.
However, you will make it the most useful if you focus on the areas that need the biggest improvement right now, and work your way to all other areas later on. For example, these might be some of the reasons your communication needs revisiting:

- Low employee satisfaction or high turnover
- Lower than expected outputs across the company
- Fast growth which leads to losing track of information
- Lack of information transparency due to remote work

You might experience more than one of these, or a completely different scenario. Identify it and set goals for your business communication process based on it. For example, your goals can include:

- A specific employee turnover or satisfaction rate
- Customer satisfaction rate
- Number of projects completed
- Number of interactions between departments

…and more.

2) Identify core groups in your organization and their relationships with each other

Look into the structure of your organization and all the groups involved in its ability to function.
Take note of every group that requires information to function. This should include:

- **Horizontal classification**, i.e. departments (operations, marketing, design, human resources, sales, customer support, finance, and more)
- **Vertical classification**: professionals in teams, team leaders, department managers, executives
- **External groups**: customers, suppliers, partners, and more

From here, considering the work they do on an ongoing basis and the results expected of them. Map out the way they need to communicate in order for their jobs to get done. Depending on your company size, this might be a large task, so give yourself plenty of time. Some of the main questions to answer are:

- Which teams and people have to talk to whom on a daily basis? What about weekly, biweekly, and monthly?
- What communication happens only when there's **an ongoing crisis**?
- How are managers and team leaders maintaining progress in their departments? How does reporting work?
- Is there a knowledge library that has the potential to reduce unnecessary meetings and conversations?
- Which projects and processes need approvals from other people in the company? How are approvals requested and facilitated?

At a minimum, these answers should give you an insight into the necessary amount of emails, messages, calls, meetings, and documents for everything to happen in the designated time frame.

3) Define methods of communication

Next, choose the methods of communication that align with your business communication goals, as well as the interactions between core groups in your company.
Review the list of methods of communication we discussed earlier and make sure to add any unique to your company:

- Web-based communication
- Telephone meetings
- Video conferencing
- Face-to-face meetings
- Reports and official documents

- Presentations
- Forum boards and FAQs
- Surveys
- Customer management activities

Which ones of these are essential for your organization to reach its goals? What's optional and might see resistance in adoption? Which ones create the risk of adding too many tools and should be simplified?
Be realistic about your specific needs.
For example, a five-person startup where everyone works in the same office will likely focus on:

- Web-based communication
- Face-to-face meetings
- Customer management

A 50-person company that is fully remote will invest more resources into:

- Phone and video conferencing
- Document organization to be able to diligently track their processes

A large global enterprise will probably use all of the listed methods of communication and have dedicated teams for many of them.

4) Choose the right tools

There's no handbook that defines which tools are absolutely best for each purpose. Gmail versus Outlook. Google Drive versus Dropbox. Slack versus Nextiva Chat. The battles go on, but your choice is entirely up to the preference of you and your workforce.
While we can't give you a list of software tools and leave you be, we can share these tips when it comes to selecting the right tools:

- Use cloud storage to preserve important documents and other data. Enable automatic sync and backup to avoid human error and forgetting to manually save information to it.
- Use a single platform for emails and calendars.
- Use a single tool for chat messaging. For example, if some people are using Slack and others Hangouts in their Gmail, it will create friction and slow down communication.
- Implement an easy-to-use, reliable **VoIP phone system** if many of your meetings happen remotely.

- Develop brand and editorial guidelines that detail the tone of voice and use of brand elements. This way, all communication is unified, internally and externally.

5) Document the process

Finally, take note of everything you do throughout this setup and turn in into a shared document visible to the entire organization.
This way, each employee can refer to an intentionally developed communication plan and decide on the best action for the situation they're in.
The document will also help newly on-boarded employees easily grasp all the tools and best communication practices.
You can create a recurring calendar reminder for yourself and your team to revisit the document once a quarter. This way, you will ensure the plan is still serving its best purpose and update it if necessary.

Business Communication Channels

When business communication actually happens, it's either verbal or written.

Communication takes place either in many forms – verbal or written, in-person or remotely, but it is critical to the happiness of your employees in the workplace.

Neither of these are better or worse for your company on their own and entirely depends on the context.

Written communication is great for keeping a paper trail of decisions and actions made as well as for putting together strategies and plans in place. Verbal interactions enable instantaneous idea generation and a more open flow of thoughts.

These are the methods of business communication applicable to some or all of the above scenarios:

1) Web-based communication

This includes everyday communication channels like emails and instant messaging applications (such as Slack, Hangouts, or even Nextiva Chat).

The benefits of emails and messages lie in the ability to lead private conversations in a busy office environment, as well as sharing a message with many people—from a few to hundreds—all at once.

2) Telephone meetings

Phones removed the location barrier to running productive, fast-moving meetings. It allows for better idea exchange thanks to the non-verbal communication (tone of

voice) compared to written communication. Cloud phone systems can accelerate onboarding and overall team collaboration.

3) Video conferencing

Great video conferencing systems enable people at remote locations to run meetings that feel as close to in-person meetings as possible. They take phone meetings one step up.

4) Face-to-face meetings

In-person meetings can help a business move forward with ideas quickly. Research shows that in-person meetings generate more ideas than virtual meetings.

Related: Business Communications: The 10 Best Customer Service Examples

However, having a rock-solid meeting agenda is essential for effective meetings. 46% of employees rarely or never leave a meeting knowing what they're supposed to do next.

5) Reports and official documents

Documenting activities that impact other people and departments is a crucial part of a well-oiled business communication system.

The ability to refer to a written document at any moment reduces the chance for confusion or disagreement and provides extra clarity in communication.

6) Presentations

Presentations supported by reports and PowerPoint slide decks are often how meetings with larger groups are conducted.

These are great for sharing new ideas in a way that creates space for questions and any clarifications.

7) Forum boards and FAQs

An internal area for employees to refer to frequently asked questions on various departmental topics and to ask new ones that will make them more productive and up-to-date on a matter.

8) Surveys

Both internal and customer surveys are an ideal way to gather feedback and ratings on important topics. Surveys facilitate a healthy cycle of feedback-supported improvements and open a communication channel between all levels inside an organization.

***Related:* 60+ Customer Satisfaction Survey Questions You Can Borrow**

9) Customer management activities

This can include any customer relations activity. Examples include live chat support, customer relationship management (CRM) systems, customer onboarding process, customer reviews, and more.

Your Company Success Starts With Communication

Poor communication carries too many risks to an organization to count.

Great communication, however, brings an opportunity for outstanding employee and customer engagement. It creates clarity, more significant outputs, and growth in revenue and profit.

Related: What Is a VoIP Phone & How Does It Work?

Whether you have a business communication system in place or are yet to establish one, remember to:

- Set and revisit your communication goals as a company based on the current state of communication in your company
- Identify everyone involved in processes that make your company do its job, day after day
- Analyze their needs to communicate with each other and identify methods that make the information flow possible
- Look for the most appropriate tools and platforms that will enable the methods you identified
- Share this setup transparently with the whole organization

As a result, you'll see happy, productive people excited to work on projects and create meaningful results for the benefit of everyone involved.

Ready to invest in tools that can help improve your business communication?

Nextiva's business software helps organize your team's communication by bringing it all into a single platform. No more shuffling around to find what you need, no more frustration flipping between screens. It's all here in a single platform. This tool makes your work life more simple and helps bring all your communication into one view.

Talk to an expert today to see how we can help simplify your business communication.