

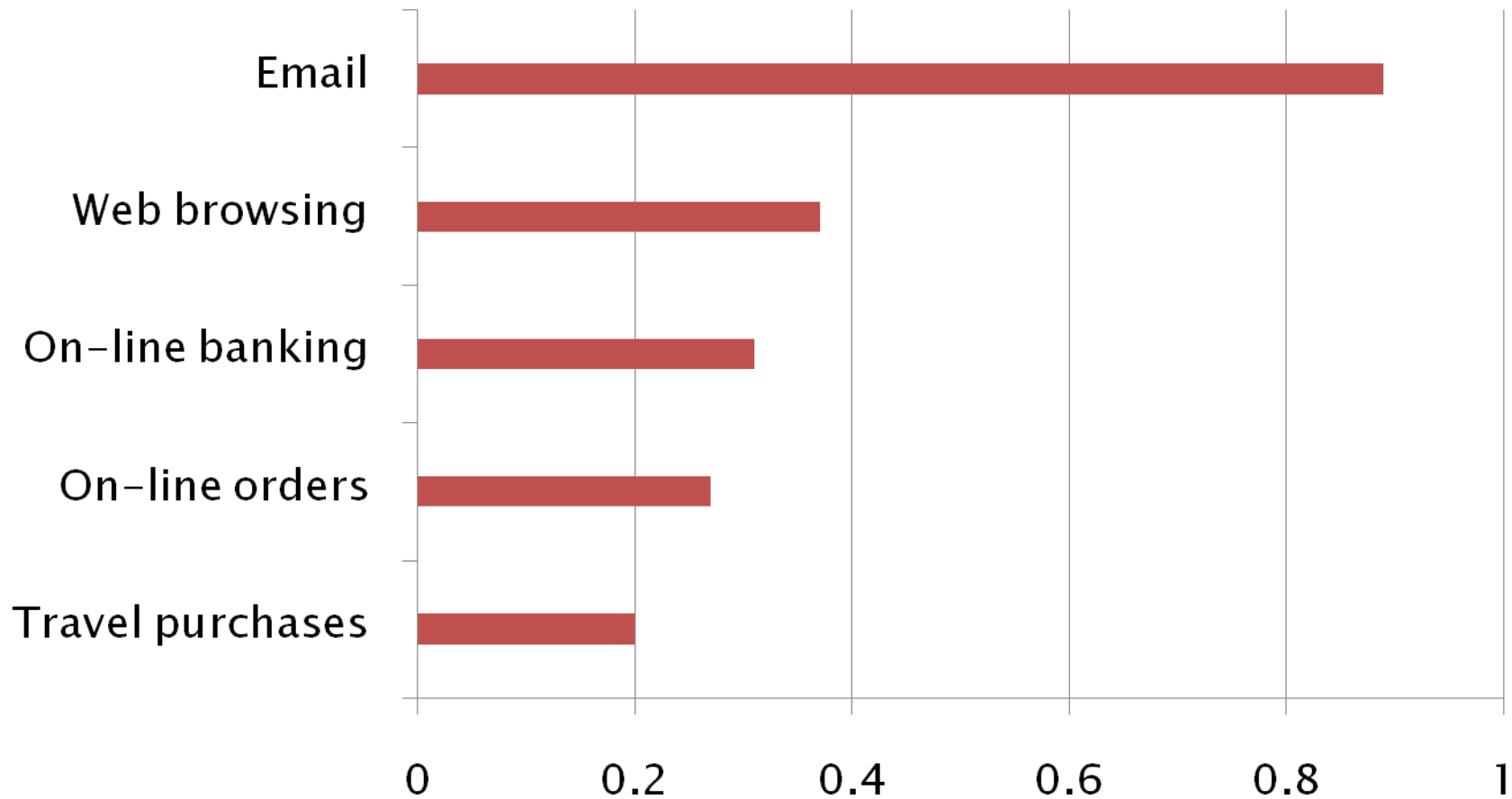
Electronic Communication

Chapter 4

Electronic Communication

- ▶ Using information and communication technology (ICT) to store, process and transfer information.

Use of the Internet by Irish Business (2007)



Use of the Internet



24HOUR-ONLINE
banking at your fingertips



E-mail

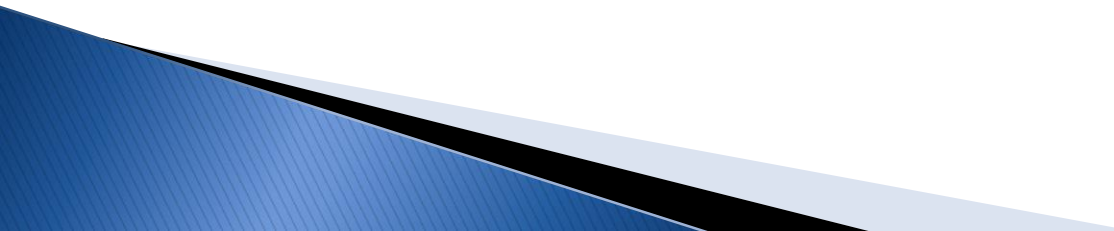
For...

- ▶ 'Visual' copy
- ▶ Instant transfer
- ▶ Attachments can be added
- ▶ Message easy to edit

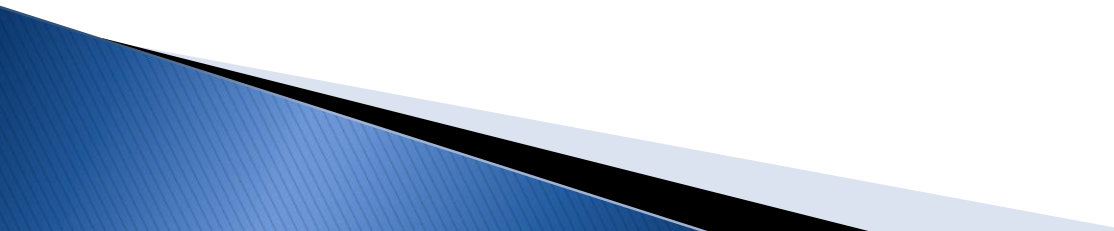
Against...

- ▶ Easy to be careless
- ▶ Poor security
- ▶ Growing problem of 'spam'
- ▶ Transfer of 'viruses'

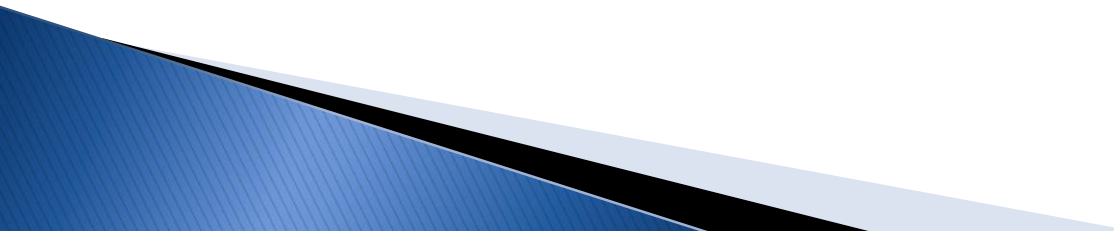
Instant Messaging (IM)

- ▶ Instant messaging enables the exchange of text messages in real time
 - ▶ It is particularly valuable for collaborative work and as a conferencing tool
 - ▶ However, there are some concerns about the security of this medium
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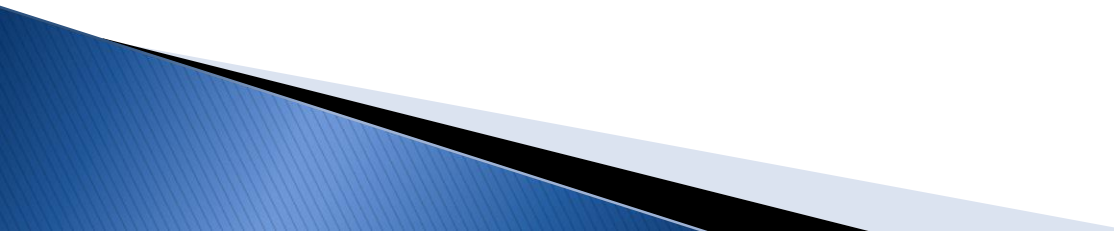
Business websites

- ▶ **Electronic brochure** – the most basic type
 - ▶ **On-line shopping** – enables the customer to purchase over the Internet
 - ▶ **Corporate marketing** – used to inform about the company and build brand loyalty
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The Basics of Web Design

- ▶ Simple, elegant and readable
 - ▶ Consistent
 - ▶ Easy to navigate
 - ▶ Easy to download
 - ▶ Informative and entertaining
 - ▶ Easy to update
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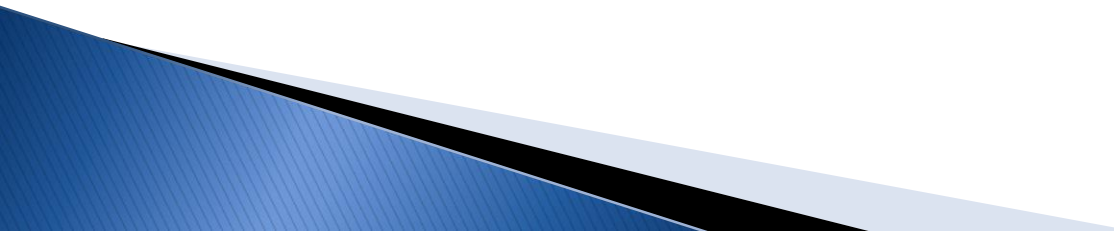
Wikis

- ▶ A wiki is a collaborative website that enables contributors to add new content or edit existing content.
 - ▶ In business it can capture tacit information that might otherwise be lost to the organisation.
 - ▶ The best known wiki is Wikipedia, the massive on-line encyclopaedia.
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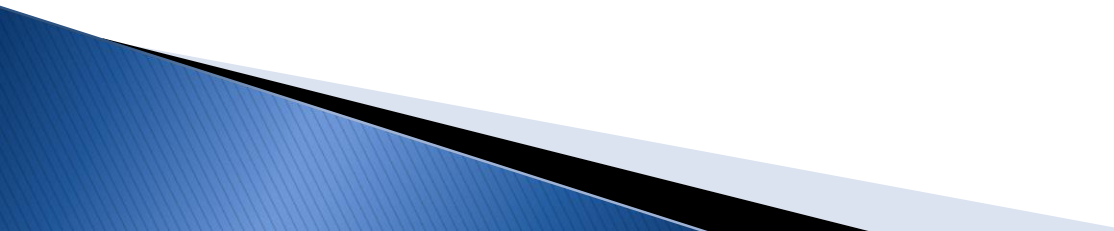
Corporate Blogs

- ▶ A blog (weblog) is an on-line journal or diary in which items are posted by the communicator (blogger)

External Blogs are Used to...

- ▶ Get feedback from consumers
 - ▶ Release information about new products
 - ▶ Provide advice and support for product users
 - ▶ React quickly to customer complaints
 - ▶ Give the organisation a human face
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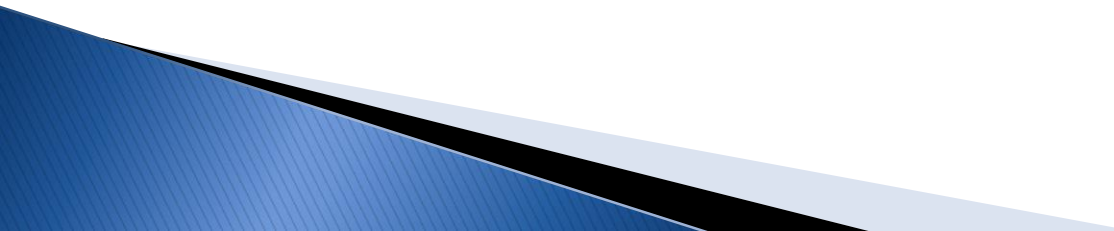
Internal Blogs are Used to...

- ▶ Share ideas and intelligence among employees
 - ▶ Build archives of useful information
 - ▶ Provide up-to-date organisation news
 - ▶ Give leadership and direction (CEO blog)
 - ▶ Build a sense of community
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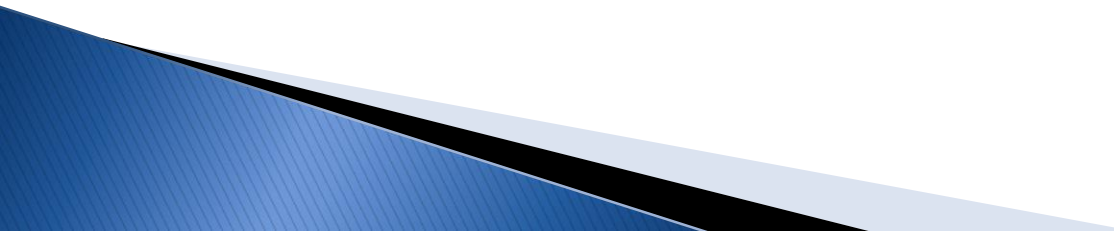
Telephone Network

- ▶ The ordinary telephone network is still the most extensively used telecommunication system worldwide.

VoIP

- ▶ Voice over Internet Protocol (VoIP) is a technology that enables phone calls to be sent over a data network.
 - ▶ In time it is likely that this will replace the conventional telephone network.
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Mobile Phones

- ▶ In 1995 2.5% of Irish people had a mobile phone
 - ▶ By 2008 mobile penetration had grown to 114%
 - ▶ More than 5 billion text messages are sent annually by Irish mobile phone users
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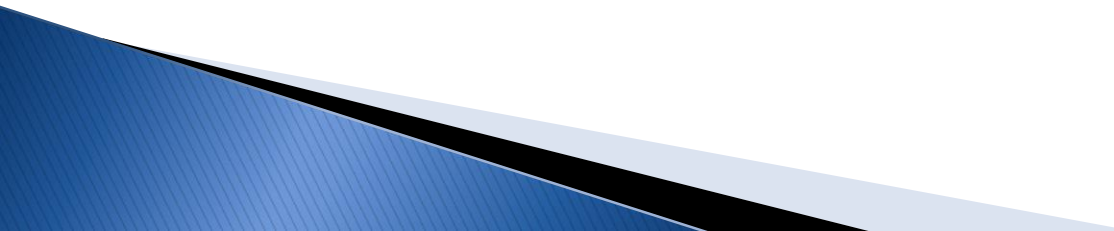
Videoconferencing

Basic requirements:

- ▶ Cameras
- ▶ Video displays
- ▶ Microphones
- ▶ Speakers
- ▶ Fast network connections



Videoconferencing Tips

- ▶ Check camera angles, microphones, etc. before meeting.
 - ▶ Don't move too much.
 - ▶ Avoid clothes with exaggerated patterns or strong colours.
 - ▶ Speak normally, but avoid side conversations.
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What is Teleworking?

- ▶ Teleworking occurs where employees work from home or on the move using telecommunication links (phone, e-mail, intranet, etc.) to maintain contact with central office.

Teleworking

► For...

- reduced overhead costs
- flexible work arrangements
- better work–life balance
- more freedom

► Against...

- employee may feel isolated
- work may be difficult to monitor
- can't manage by 'walking around'

E-communication Benefits

- ▶ Speed of transmission
 - ▶ Convenience
 - ▶ Access to information
 - ▶ Collaboration
 - ▶ Cost savings
 - ▶ Flexible work arrangements
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