

**Winter Term 2023**

**CLOD1000 – Business Communication in Canada**

**In-Class Assignment (Week 13)**

Date: 08/04/2023

**Instructor:** Jason Mathews

**Program/Term/ Group:** M06 Group 2

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Company Name :Bell Canada



**History**

The Bell Canada headquarters are located at 1 Carrefour Alexander-Graham-Bell in the Verdun neighbourhood of Montreal, Quebec, Canada. It was a founding member of the Stentor Alliance because it is an ILEC in the Canadian provinces of Ontario and Quebec.

**Various responsibilities of Bell Project coordinater are**

* + Work with the various internal Bell teams,which may include network, field services, product and technology so as to ensure successful Bell service delivery
  + Training the Leading and coaching a team of Channel Operation specialists
  + Also they need to Identify and try to implement process improvements
  + Understand the customer requirements and try to gather the technical requirements
  + Supporting the Bell Account Executives in the complex negotiations with Partners
  + Facilitate and encourage deep technical discussions with engineers, customers, partners, and executives
  + Try to establish relationships with the external Builders, Property Managers and Condo Corporations in order to ensure a crystal clear understanding of the Bell Preferred Building process and on the same time so as to support the overall needs of the building during project implementation.
  + Collect, assess and also disseminate the accurate key performance metrics to the different stakeholders
  + Take a leadig role to advocate needs of the Channel Operations team within the larger Bell Canada organization

Project Coordinator responsibilities with respect to the following points as follows

**Neutral and Positive Messages Criteria:**

**Channels for Positive Messages**.

For delivering the positive feedback to a employee or the team I would definitely appreciate the teammates

and in order to deliver the positive messages, I would use different channels, for example email, phone calls, and in-person meetings, completely depending on the context and the tonality of the message.

**Writing Process**.

For neutral and positive messages in written form I would try to keep the tone as formal as possible and communicate in most effective way to deliver the concise message and relevant details and keep the tone upbeat and encouraging.

**Direct Messages**.

For direct messages I would like to organise one on one meetings with the employee and give him the positive or neutral feedback for his achievements and encourage him to continue in the future to even achieve more and more

**Direct Claims and Voice Complaints**

Direct claims are the statements which are made by customers relating to the problems or issues they have encountered when using a product or service. As far as the adjustment of and goodwill messages, the direct claims are usually used by the customers so as to express their dissatisfaction with respect to product or service and for requesting a resolution to the problem.

On the other hand, the voice of complaint is referred to the tone or language used by customers so as to express their dissatisfaction or frustration. A tone of complaint can be either assertive or aggressive, and it is imperatively important for businesses to respond appropriately to both types of complaints. We should always use good and positive tone to express our views and give a positive and neutral stance to solve and resolve the problems of the customers

**Adjustment and Goodwill Messages**

Adjustment and goodwill messages are the type of business communication that are used for addressing the customer complaints or the issues with products or services. Adjustment messages are used in context for offering solutions or compensation for the required problem, while on the other hand goodwill messages are used for expressing appreciation for the customer's businesses and build positive relationships.

When we respond to customer complaints, our company uses a polite and professional tone, and acknowledge the customer's concerns, and to offer a solution or on other hand compensation for the problem. This can help us to resolve the issue and maintain a extremely positive relationship with the customer. In addition, we use goodwill messages to thank our customers for their business and encourage them to continue using our products or services.

**Negative Messages Criteria:**

**Analyzing Negative News Strategies**

It is extremely important to Analyze negative news strategies involved while identifying the best approach for delivering the negative news to the recipient. First and foremost identify the purpose of the message, and then we consider the recipient's needs and feelings, and then selecting the appropriate tone and language to use.

**Distinguish between the Direct and Indirect**

If the message is very urgent we can use Direct negative messages , without any buffer or delay. Whereas if we can afford some time we can use Indirect negative messages and use a buffer or delay so as to soften the impact of the bad news.

**Explaining Components of Negative News**

It is a very good solution to adopt this technique because it helps to reduce the impact on the customer and helps him to prepare for the worst by providing the alternatives it need s .The components of negative news contain the opening or buffer, the explanation, and moreover the closing or alternative options. The opening is used to reduce the impact of the blow of the negative news and in tune prepare the recipient for what is to come. The detailed explanation provides the components of the negative news, while the closing or alternative options provide potential solutions or the ways to move forward.

**Applying Techniques for Refusing Claims**:

Techniques that can be used for refusing the claims and include using a polite and respectful tone, thus explaining the reasons for the refusal, for providing alternative solutions or options, and to offer any relevant information or resources for helping the recipient. This is very important if our company wants to retain the customers and increase the customer loyalty to help him find plausible solutions for the most cumbersome problems he has

**Delivering Bad News within a Company**

When delivering bad news within a company, it is extremely important to be transparent and honest, same time be respectful and empathetic towards the recipients. Communication must be clear and direct, and potential solutions or the next steps should be clearly outlined. It might also be helpful to offer resources or support to help those affected by the bad news. This is very important in the present scenario of recession where the companies have to unexpectedly lay off the employees against their will to provide the negative news in a way so that it does not causes bad feelings in the employees and help them find alternatives to solve the problem.

**References –**

* <https://jobs.bell.ca/ca/en/job/406733/Senior-Manager-Channel-Operations>
* <https://www.bce.ca/about-bce/our-strategy#:~:text=Advancing%20how%20Canadians%20connect%20with,of%20the%20integrated%20digital%20future>.
* <https://www.glassdoor.ca/Overview/Working-at-Bell-EI_IE118159.11,15.htm#:~:text=At%20Bell%2C%20we%20don't,feel%20valued%2C%20respected%20and%20supported>.