**ORGANIZATIONAL COMMUNICATION**

Introduction

The bond that binds a community together is cooperation. The capacity to connect makes it possible for individuals to establish and sustain personal relationships. And the nature of such encounters depends on the degree of contact between the parties. In a specific time and place, communication is the process of exchanging thoughts, knowledge, and communications with others (O'Hair et al, 2015). Communication encompasses writing and listening, as well as a non-verbal communication (e.g. facial movements, body languages or gestures) and electronic communication (e.g. text texting, e-mail, mobile or cable TV) and visual communication (e.g. photography, art, video or film). Communication is an important part of personal life and is often central in industry, schooling, and any other contexts in which people encounter each other.

For the past three years, we have had the capacity to work within an organization in which interaction is vital for its staff as well as the stakeholders with which the organization communicates. We have spent time operating in the customer support department and overheard many conversations regarding the lack of interaction in the customer service department between management and their subordinates and/or team leaders. With this in mind, inside the organization, an analysis was conducted to determine whether there was an internal coordination void between the parties. There is generally a breakdown in the way information is transmitted from the source to the recipient where there is an internal contact void within an organization. In organizations that have a top down hierarchy, there is precedence. It may be challenging for lower-level workers to access knowledge about developments within the organization in this sort of hierarchy.

Purpose of the study

The aim of this research is to decide if there is an internal contact divide between members of customer service and team leaders and superiors or not. The three aims of this analysis were to:

1) Find out why there is an internal contact void within the call center between managers and customer service agents and/or team leaders.

2) Determining the subject's understanding of the level of contact of their immediate supervisor.

3) Identify the forms in which jobs typically obtain much of their data

Problem statement

Communication is effective in business development as it connects diverse partners, thus promoting core activities such as the exchange of information, advice, and input on business growth and failure. Communication is important in today's society because it strengthens collaboration, leading to business development.

Literature review

As a way of exchanging messages and interpretations, humans In every culture, they have developed spoken and written language. The most popular form of daily communication is interpersonal, that is, face to face, at the same moment, at the same place. At any stage in the course of communication (consisting of author, message, medium, receiver, feedback and context), communication challenges will pop up and have the ability to cause ambiguity and uncertainty.

The fate of the business rests on the essence of your relationship. Your desire to exchange knowledge lets both clients and workers think that they will communicate with you and finally trust you. Internal cooperation, mainly because of the dynamics of business and consumer conditions, is more important now than in the past. There is a lot of information in the industry, and it is crucial that employees grasp it. The development and adoption of a strategic internal communication strategy would provide companies with a range of benefits, such as maintaining workers informed and committed and sharing easy, succinct communication with employees in a timely manner (Olkkonen et al, 2017). In order to be useful, internal correspondence need not be lengthy. A constant flow of information seems to be the key aspect, even though all the replies are not yet in progress-just reporting.

An organization is merely a group of people gathered to achieve a shared purpose, whatever its scale, task, or intent. An organization functions through its persons, which work through contact in turn. Employees, apart from the administration networks, have their own sources, their own information system. These normally bring the news ahead of management messages. Not because it is flawless for the employee network. The machine indiscriminately transmits knowledge. It does not necessarily work in the organization's best interests, but it provides a check-point when management delusions are masked as results. In addition, it helps staff to partake in the communication process, and it fulfills a desire for evidence that at least appears to come from a reliable source.

Methodology procedures

To assess whether there was coordination void within the organization, a quantitative analysis approach was used for the research. To the representatives of customer service, a multiple choice single addressed survey was distributed. A survey may be an effective way to enhance cooperation between different areas of an organization. In establishing upward communication relations from lower-level staff to management, surveys are especially beneficial.

Population

The survey was distributed inside Building B to non-exempt client service and/or team representatives. Candidates included men and women with departmental experience of 6 weeks to 16 years (Morreale et al, 2015). With a total of 1 1 1 surveys, the CSR's and UL's were distributed

. There were a total of 97 surveys conducted. Participants were told by survey guidance and face-to-face interactions that their engagement was voluntary and that the responses they selected would remain anonymous, except for the final outcome of all participants.

Sample

The survey was carried out at the XYZ Company in Madison, WI. In three separate buildings (Buildings A, B, and C), it hires about 400 customer support workers, 30 team leaders and 37 managements. The thesis has been completed in Building B. In Building B, the help department is split into 10 units. There is one supervisor and one unit leader in each unit. The average number of customer support agents ranges from 13-17 employees in each unit.

Instrumentation

The distributed survey was achieved with the use of SurveyConsole.com’s free survey prototype. In order to satisfy the priorities of the study, several issues were updated. There were ten individual responses and one open-ended query with various choices for the survey. In a single answer, the participants were asked questions to find out whether or not an internal contact distance existed in the call center between client relations and/or unit leaders in order to evaluate the topic’s awareness of their immediate boss' level of communication and to identify how people typically learn a lot.

The survey was distributed by the researcher via face-to - face communication to the employees. The drop-off sample mixes face-to-face interview features with mail surveys. In this scenario, investigators go door-to - door with questionnaires distributed directly to residences or firms (Huseman et al, 2018). The questionnaires are completed by the respondents themselves and either mail them or retain them gathered by the surveyors.

Conclusion

The value of internal contact was discussed by the literature review. It gave the researcher context knowledge about the various communication strategies and forms. It seems that face-to-face contact was the number one style of business communication, needless to say. Studies have also shown that a lack of cohesion inside an organization can impact effectiveness, lower morale and create other critical workplace issues. It was noticed that the conclusion of the survey was the utter opposite of what had been overheard in previous discussions. More respondents were neutral and/or thought that the communication inside the company was sufficient, based on the survey findings. Many of the participants have thought the communication abilities of their boss were very strong.

While they understood that the managers interacted well, more customer service staff and/or unit leaders dedicated themselves to listening through the grapevine to more of their data. It is as though this person group has a poor view of internal communication as the number of years of experience inside the organization has grown. In suggesting that they expected additional information on the changes in procedures and/or processes, the contracts, the participants were transparent and they required adequate preparation for the separate programming programs. Any employee feels a lack of contact when they assume their message is not heard.

References

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