

# METHODS AND TECHNIQUES FOR IMPROVING COMMUNICATION BETWEEN THE ORGANIZATION AND CUSTOMERS

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## Abstract

*Managers allocate important financial resources to strengthen the image of organizations among customers, even if it may only take a few minutes to destroy it. The purpose of external communication is to promote, but also to increase the economic-financial indicators (profit, turnover). This is a fundamental part of a general marketing plan, elaborated and implemented by the management of the organization.*

*An incorrect statement, but also a poor communication can have a huge impact on the company, especially if the media is involved. The message can spread quickly to a very large group of people. Bad news is communicated in a different form than good news and thus can cause serious problems for the company. Its image will be hard to fix.*

*With the thematic methods of improving communication with the public, throughout this article the aim is to outline the perception of the managers of the Romanian organizations on the efficiency of the communication between the organization and its clients. In this case, an investigation was conducted whose instrument is the questionnaire and which contains questions adapted to Likert's scaling method (statements presenting the agreement or disagreement).*

**Keywords:** communication, external communication, internet, telephone, active listening

**Jel Classification:** L 20

## 1. Theoretical approach

In the 21st century, communication is fundamental. People cannot survive without it, because it contributes to a better understanding and relationship. This is a phenomenon through which people effectively coordinate actions taken (Wasquez-Bronfman A, 1996).

More and more authors present in their works a series of methods for improving communication with the public: the Internet, the telephone and active listening.

The Internet can be considered a method of improving communication. Its evolution has led to the emergence of new types of communication. Organizations can use this technology to disseminate messages and information.

The telephone, another method, is an important part of the communication with the customer. The use of this method has the advantage: the participants in the communication process do not see each other, and this can work to solve certain situations, dissatisfaction (Abrell R., 2004).

Active listening is an effective technique for improving communication in the organization and consists in receiving, decoding and verifying the message. Within it, a strong emphasis is placed on the feelings of the parties involved. It is simply a way of addressing the problems that arise (Shipra A., Ashish G., 2012).

## 2. Study regarding the perception of the managers on the efficiency of the methods and techniques of improving the communication with the clients

Purpose of the study - to identify the perception of the top management of the organization regarding the efficiency of the methods of improving the external communication.

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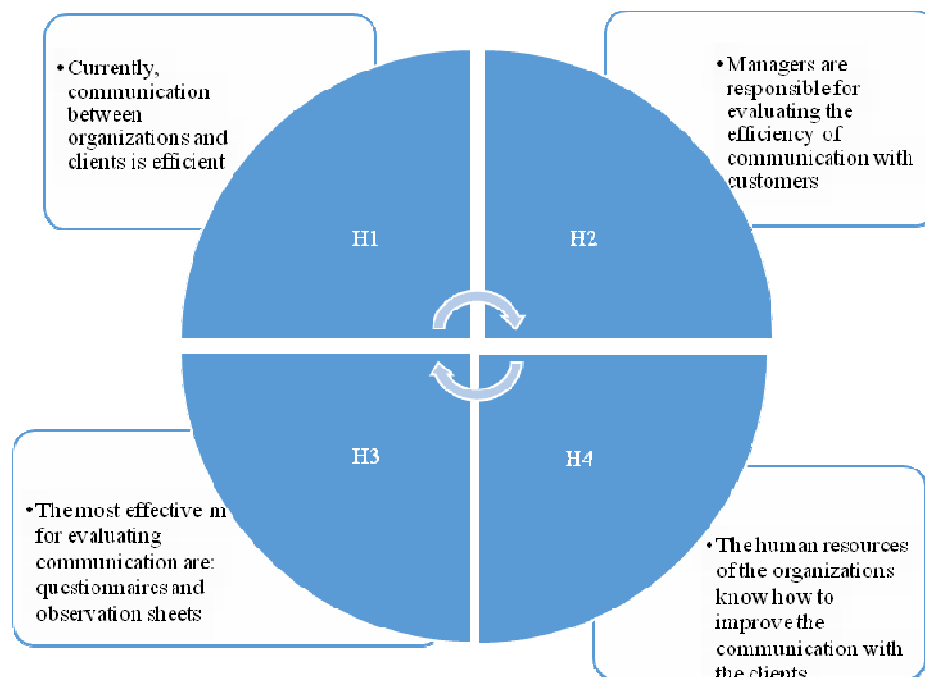
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The objectives formulated can be seen in table 1.

**Table 1 .The objectives formulated**

<b>Objectives</b>	<b>Description</b>
O1	Identification of the present situation regarding the efficiency of communication with the public
O2	Highlighting those responsible in evaluating the efficiency of communication, but also the most effective ways
O3	Observing the extent to which human resources know how to improve communication with clients, but also their efficiency

The hypotheses of the study are outlined in Figure 1.



**Figure 1.** Study hypotheses

*Source: elaborated by the author*

Collected community: 20 managers of organizations that have as object of activity the trade with products. Sample: 20 people. An investigation is carried out in the form of an opinion poll whose instrument is the questionnaire developed and tested by the authors of the article. The questions in the questionnaire are made on the Likert scale format (statements regarding the agreement and disagreement).

The results obtained

Given the way the organization communicates with its own clients, please express your agreement / disagreement on a number of statements.

**Table nr 2. Affirmations**

Affirmations	Total agreement	Agreement	I abstain	Disagreement	Total disagreement
	2	1	0	-1	-2
1. Within the organization, external communication is very important because it generates profit					
2. The human resources of the organization frequently attend courses in the field of customer relations.					
3. Currently, communication between the representatives of the organization and the beneficiaries of the products is efficient.					
4. The evaluation of the efficiency of the external communication is carried out by the management					
5. Satisfaction questionnaires and customer attitude sheets are the most important ways to evaluate the efficiency of communication.					
6. The employees know the methods of improving the communication with the public.					
7. I am aware of the importance of combining the three methods of improving communication (Internet, telephone, active listening).					
8. For the organization, the methods of improving communication have proven to be effective.					

Centralizing respondents' responses led to a number of relevant conclusions. For each item, the answers given by the study participants were presented.

1. Within the organization external communication is very important because it generates profit.

**Table nr 3.** The answers to the first question

Answer	Number
Total agreement	15
Agreement	5
I abstain	-
Disagreement	-
Total disagreement	-

The average score =  $(15 * 2 + 5 * 1) / 20$ , a result of 1.75.

1. The human resources of the organization frequently participate in courses in the field of customer relations.

**Table nr 4.** Answers to the second question

Answer	Number
Total agreement	5
Agreement	10
I abstain	5
Disagreement	-
Total disagreement	-

Average score =  $(5 * 2 + 10 * 1 + 5 * 0) / 20$ , a result of 1

1. Currently, communication between the representatives of the organization and the beneficiaries of the products is efficient.

**Table 5.** Answers to the third question

Answer	Number
Total agreement	10
Agreement	10
I abstain	
Disagreement	-
Total disagreement	-

The average score =  $(10 * 2 + 10 * 1) / 20$ , a result of 1.5.

1. The evaluation of the efficiency of the external communication is carried out by the management.

**Table nr 6.** Answers to the fourth question

Answers	Number
Total agreement	18
Agreement	2
I abstain	-
Disagreement	-
Total disagreement	-

Average score =  $(18 * 2 + 2 * 1) / 20$ , a result of 1.9.

1. Satisfaction questionnaires and customer attitude sheets are the most important ways to evaluate the efficiency of communication.

**Table nr 7.** Answers to the fifth question

Answers	Number
Total agreement	5
Agreement	5
I abstain	4
Desagreement	6
Total disagreement	-

The average score =  $(5 * 2 + 5 * 1 + 4 * (-1) + 6 * (-2)) / 20$ , a result of 0.05.

1. The employees know the methods of improving the communication with the public.

**Table nr 8.** Answers to the sixth question

Answers	Number
Total agreement	10
Agreement	10
I abstain	-
Desagreement	-
Total disagreement	-

The average score =  $(10 * 2 + 10 * 1) / 20$ , a result of 1.5.

1. I am aware of the importance of combining the three methods of improving communication (Internet, telephone, active listening).

**Table nr 9.** Answers to the seventh question

Answers	Number
Total agreement	10
Agreement	5
I abstain	5
Desagreement	-
Total disagreement	-

The average score =  $(10 * 2 + 5 * 1 + 5 * 0) / 20$ , a result of 1.25.

1. For the organization, the methods of improving communication have proven to be effective

**Table nr 10.** Answers to the eighth question

Answers	Number
Total agreement	10
Agreement	5
I abstain	5
Desagreement	-
Total disagreement	-

The average score =  $(10 * 2 + 5 * 1 + 5 * 0) / 20$ , a result of 1.25.

Using Likert's scale requires the calculation of average scores for each item (affirmation separately).

**Table nr 11.** The average scores obtained by each item (affirmation)

Item	The average score	The values in which the score is
I 1	1.75	
I 2	1	
I 3	1.5	

I 4	1.9	( -2 and 2)
I 5	0.05	
I 6	1.5	
I 7	1.25	
I 8	1.25	

#### Interpretation of scores

The first score (1.75) shows the total agreement of the respondents to the first item.

The second score (1) denotes the agreement of the respondents.

The result of the third score (1.5) shows the total agreement.

The fourth score highlights the total agreement (1.9).

The following score shows the indifference (0.05) of the respondents to the statement.

The sixth point (1.5) reveals the agreement.

The penultimate score (1.25) presents the agreement.

Last score (1.25). show all agreement.

The minimum value of the score was obtained by I5, and the maximum by I9. In the case of four items (I1, I3, I4 and I6) the score shows the total agreement, a single item denotes indifference (I5), and in the case of three items (I2, I7, I8) the agreement is stated.

The overall score of the items =  $(1.75 + 1 + 1.5 + 1.9 + 0.05 + 1.5 + 1.25 + 1.25) / 8$ , a result of 1.27. According to him, overall the managers emphasized the efficiency of the methods of improving the communication with the public.

#### Conclusions

Communicating human resources of organizations with clients determines how they connect or disseminate information. It also has a special impact on the minds of the stakeholders, because their opinion about the brand and the offers made available depends largely on how they are related.

While traditional methods of printing communications are still common (letters, account statement, contracts, invoices), modern technology has changed the face of external communications, and the Internet has become a valuable resource for reaching new (more demanding and demanding) customers. selective).

The opinion poll applied to the managers emphasized that between organizations and the public there is an effective communication generated by the periodic evaluations carried out by the top management through observation sheets and opinion questionnaires. All the participants in the study know the methods of improving communication and believe that they are effective for each organization.

The calculation of the average score, the global score, but also the relative frequency of the respondents' answers were the basis of the confirmation of all the hypotheses formulated.

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