New Technologies in Business Communication

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Introduction

Main aim of communication is to exchange ideas, facts, information from one person to the other. The advancement in technology has brought revolutionary changes to communication. The exchange of information has become speedy, more effective and it has also eliminated barriers in the way of communication.
Internet
Meaning and definition of Internet

• ‘internet is an arrangement of connected computers, which lets the computer users all over the globe to exchange the data.’

- Oxford dictionary
Advantages

1. Availability of Knowledge
2. Data storage
3. Fast, safe & convenient and economical communication
4. Makes the world smaller
5. Social network
6. Environment friendly
7. Different services
8. Entertainment
Disadvantages-

1. Authentication of knowledge
2. Dependence on net
3. Health problems
4. Security and safety issues
5. Fake social network
6. Too much energy consumption
7. Hackers and viruses
8. Too much exposure
E-Mail
E-Mail-

- Meaning-

  E-mail is an electronic-mail and has done wonders to the speed of written communication. It is extremely fast and can be sent to far away person. Files, tables, pictures and even videos can be sent through e-mail.
Advantages-

1. Speed
2. Convenience
3. Time-zone differences
4. Multiple receivers
5. Instant clarification
6. Confidential and safe
7. Multi-media Exchange
8. Cheap
9. Storage and Access
Limitations-

1. Physical Documents
2. Availability of Internet
3. Spreading virus
4. Heavy files
5. Secrecy issue
6. Literacy of internet
Website
Websites

• Meaning-
  Website is a set of interconnected web pages located on a single web domain. These pages contain the information provided by the owner of the website. Each website has a unique internet address known as URL - Uniform Resource Locator. It starts with www
Advantages-

1. Wider Reach
2. Logical presentation
3. Any time Access
4. Business information
5. Security
6. Contact information
7. Social media platform
8. FAQ section
9. 24*7 support
Limitations-

1. Not updated on time
2. Adverse publicity
3. Difficulty in reaching target audience
4. Spam E-mails
5. Hackers
Electronic Clearance System (ECS)
Electronic Clearance System-

• **Meaning**-

  it is a mode of electronic funds transfer from one bank account to another bank account using the services of a Clearing House.

  It can transfer from one account to many accounts and v/v
Types of ECS

Debit
Credit
ECS[Debit]-

It is used for raising debits to a numbers of accounts of consumers, account holders.

E.g. call on shares, EMI payments to institution.

ECS[Credit]-

It is used for affording credit to a large number of beneficiaries

E.g. Dividends, interest or salary payments
Advantages-

1. Lesser visits to bank
2. Reduces Administrative Tasks
3. Fewer chances of loss and frauds
4. Assurance
5. Reduced paper handling
6. Simplifies procedure
Limitations-

1. Sometimes can be inconvenient
2. Hacking
3. Identity Theft
4. Attack on transactions
Blog Writing
Blog Writing-

Meaning-

A business blog (B-blog) is a blog of published, informal online articles that might be included in a company’s Internal communication system or might be posted on the Internet for outside public. It is a short acronym of web log.
Advantages-

1. Reaching new customers
2. Developing brand or personality
3. Gathering feedback, reviews and testimonials
4. Responding and managing complaints
5. Connect with partners and stakeholders
6. Inspire social media
7. Low cost marketing Channel
8. Improved customer interaction
Limitations-

1. No clarity by customers
2. No valuable comment
3. Time consuming
4. Not Democracies
5. Require expertise
6. Additional cost
Social Media Network-
Social Media Network -

Meaning -

Social media are the online interactive groups created using advanced mobile and web-based technologies. The base is the internet which made communication more interesting, effective, and interactive.

- Picture sharing, wall postings, e-mails, music sharing, crowd sourcing etc. etc.
Advantages-

1. Brings people together
2. Personal networking
3. Breadth of knowledge
4. Technological Literacy
5. Opportunity to widen the business
6. Social mobilization
Limitations-

1. Addiction
2. Too much exposure to children
3. Not very Reliable and credible
4. Cyber Bullying
5. Wrong Brand Strategy
6. Negative Influence on worker’s productivity
Twitter-
Twitter-

• Meaning-

  Twitter is a free social networking and micro blogging website. One needs to be a registered member to use its services.
Advantages-

1. Presence of targeted markets
2. Market Research
3. Increasing Popularity
4. Easy to Communicate
5. Micro blogging website
Limitations-

1. Spams and Viruses
2. Use of Business Needs
3. Limited Space
4. Not ideal for Visual Content
Face book-

• Meaning-

   FB is also a free social networking website available. It allows the registered users to create their profiles and use its services.
Advantages-

1. Cost effective Marketing
2. Share basic information
3. Share pictures and videos
4. Tagging photos
5. Online chat
6. Communication with current and potential customers
7. Diverting to company website
8. Offer deals through face book places
Limitations-

1. Difficult to reach target customer
2. Maintenance requirements
3. Less popularity
4. Lack of control
LinkedIn-
LinkedIn-

• Meaning-

LinkedIn is a social networking website designed for business professionals. It provides certain basic features free of cost but have to pay for advanced features. It is preferred for job searching.
Advantages-

1. Professional network
2. Expert guidance
3. Question and answers
4. Job opportunities
5. Business opportunities
6. Catching up with old Contacts
Limitations-

1. Time consuming
2. Level of Activity- check-in regularly
3. Threat to privacy
4. Treat to status
5. Network issues
You Tube-

• Meaning-

It is a video sharing website of Google that allows users to upload their own videos as well as to download videos of others. Unregistered users can also watch videos here.
Advantages-
1. Reliability
2. All content at one place
3. Transparency
4. Potential opportunities
5. Cost
6. Impact
7. Wide reach
8. 24/7 presence
9. Search friendly
10. Expertise videos on different subjects
Limitations-
1. Commercial Advertisement
2. Data Quality
3. No link to website
4. No addition of text to video
5. No customer support
6. Closure of account
7. Loading of videos in rush traffic
8. Unwanted competition
9. No credibility available
Mobile/Cellular phones-
Advantages-

1. Helpful in Emergency
2. Texting
3. Use for internet
4. Connecting people
5. Improve communication skill
6. Useful for advertisement
7. Multi purpose-use
Limitations-

1. Negative effect on health
2. Increase expenses
3. Unexpected phone calls
4. Time distraction
5. Approachable to everyone
6. Dangerous while driving
7. Crimes
Advantages-

1. Free messages
2. Easy to use
3. No interruption of advertisement
4. Wide reach
5. Cost effective
6. Many more services
7. Effective technology
disadvantages-
1. Smart phone supportive only
2. Access to internet
3. Profile pic, status visible to all
4. Anyone can contact
5. Paid Renewal
6. Data consumption
7. Storage space running out
Voice mail-

• **Meaning** -

  Voicemail is a computer based telecommunication system that exchanges personal message having voice base using an ordinary telephone.
Advantages-

1. Practical features
2. Simplicity and Time
3. Less Phone Tag
4. Cost Savings
5. Any time-Any where
6. Convenience
7. personal
Disadvantages-

1. Impersonal
2. Difficult to Navigate
3. Unchecked
4. Business Hassle
5. Easily ignored
6. Copy not available
SMS

• It stands for ‘Short Message Service’ it is globally accepted method of electronic communication protocol that permits sending alphanumerical short pieces of information to be delivered between one or more mobile phones.
Advantages-
1. Available on all Cell Phones
2. User friendly
3. Silently used
4. Convenient
5. Lesser time
6. Economical
7. Signal economy
8. Editing is possible
9. Record and future reference
10. Useful for marketing—fast and cheap
Disadvantages-
1. Limited storage
2. Loss of content
3. Limited length of message
4. Not suitable in emergencies
5. Only Text messages
6. High traffic period
7. Security issues
8. Bombardment
9. Language barrier-SMS language
Video Conferencing
Video Conferencing-

- Meaning-
  
  video conferencing means using computers to provide a video-link between two or more people. It is web cam based communication.
Advantages-

1. Reduces travel cost
2. Flexible
3. Convenient
4. Increasing productivity
5. Improve efficiency
6. Permits face-to-face Interaction
7. Sharing of visual data
8. Sharing of visual data
Disadvantages-

1. Expensive
2. Audio quality-microphone
3. Connectivity problem
4. Limited number of members
5. Takes away personal aspect of meeting
6. Different time zones
7. Confidential documents
Thank you