

Strategies For Effective Communication In a Business Setting

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BMSW4002 Effective team working and communication



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Communication is an exchange of information of thoughts, ideas and emotions. It can be in the form of visual indications, such as hand gestures and eye movements. Voice and behaviour is widely used for face-to-face communications.

In this presentation we will aim to highlight the importance of effective communication for Tesco's business processes and how it benefits them and discuss how theories relating to models of communication can improve the communication process. We will discuss the barriers that can potentially prevent effectiveness of communication between Tesco and its stakeholders and how Tesco can make improvements. We will look at the channels of communication used by Tesco to communicate and discuss the advantages and any improvements that can be made.



Daniela

INTRODUCTION

Tesco is a leading multi-national supermarket; it is the third largest supermarket chain in the world with stores across the globe. Tesco originally opened its doors in North London 1926 (Tesco, 2022). Their main purpose is to deliver astounding service to British consumers providing them with everyday groceries and now a wide range of Home, Clothing and Electricals.

Tesco's main objective is to deliver excellent customer service through methods of communication. With the change of customer expectations Tesco uses new strategies to help them to keep their high standards of service and provide all key information.

Daniela



ORGANIZATIONAL OVERVIEW

BENEFITS OF EFFECTIVE COMMUNICATION

Stronger Decision
Making

Increased
Productivity

Enhanced
Professional Image

Less
Misunderstandings

Increased
Employee
Awareness

Improved
Customer
Relationship

Healthier Business
Relationship

Quicker Problem
Solving

BENEFITS OF EFFECTIVE COMMUNICATION ON TESCO'S BUSINESS PROCESS

Contribution of new ideas is encouraged to promote morale

- It can boost productivity at Tesco (Nisar, Prabhakar and Strava, 2019).
- There is increase in production and quality if staff are satisfied at work.

It imparts a sense of belonging among the team members

- When everyone is working together to achieve the same goals and understands what those goals are, there will be a sense of belonging in the company.
- Promoting of workplace culture through equal contributions of tasks.

Employee dedication and commitment to Tesco have increased

- Staff are happy to uphold the Tesco principles when they are spoken to well and understand the importance.
- Staff are loyal

continued



Boosts productivity

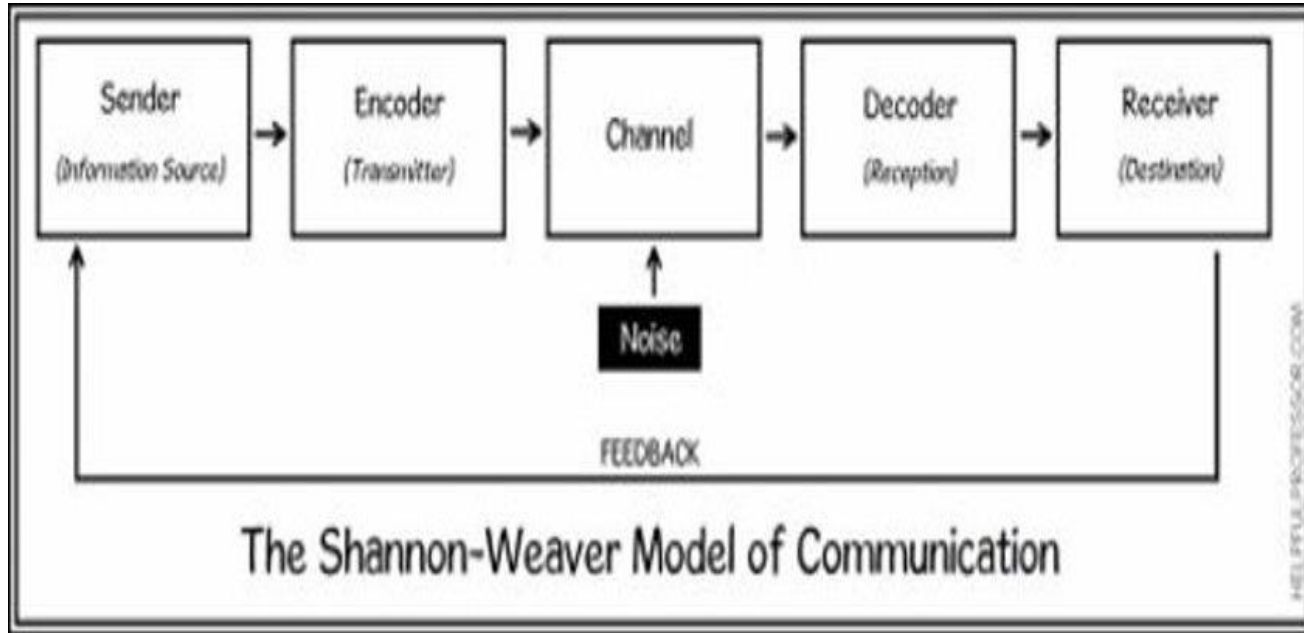
- Understand their jobs better so they can ensure better customer service.
- Lower stress levels of staff allows for increased work (Kalogiannis's, 2020).

It creates a solid foundation for a long-term partnership.

- Taking on board multiple points of view on how tasks can be completed builds trust.
- Confidence is increased when staff are valued.

There is no longer any room for doubt.

- Staff are sure of the objectives of task and duties.



There are six components to this model; **sender, encoder, channel, noise, decoding, and recipient.** (Deacon et al., 2021).

Diana

THEORY RELATING TO MODELS OF
COMMUNICATION

SENDER

- Is the information source that selects a signal to send message.

ENCODER

- Interprets the thoughts into information.

NOISE

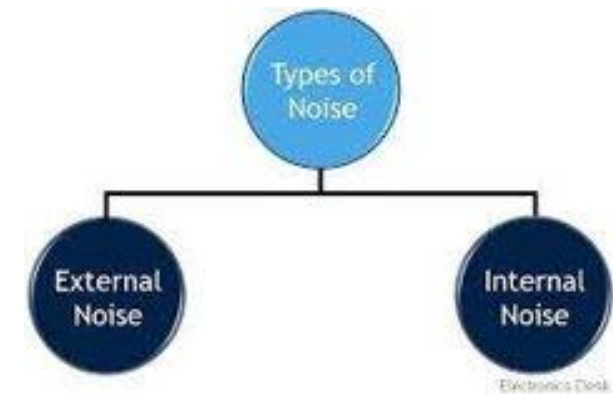
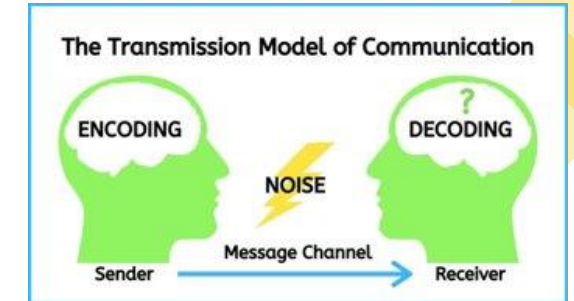
- Any kind of interruption in the background that can distort the message.

Internal-

- Sender can make a mistake when encoding the message.

External-

- Background noise such as a bad connection.



DECODER

- Interprets the message in the form of voice or visual.

RECIEVER

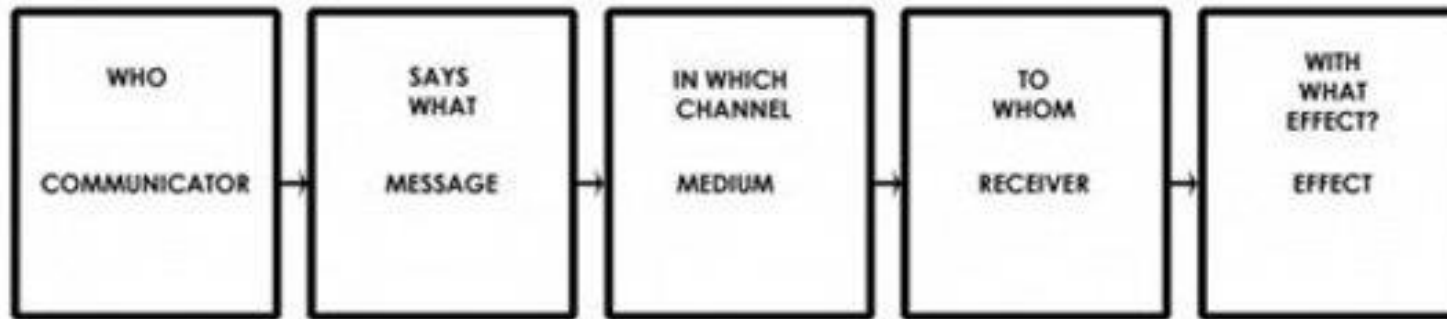
- Where the communication ends.

FEEDBACK

- In the generic model there is an option for feedback which was not in the original model.
- Message can be sent back to inform the sender that it has been recieved. (Basi, Pantanal and Shitz, 2018).



HOW TESCO CAN USE MODELS OF COMMUNICATION



This communication process is interpreted from Lasswell's communication model.

- This is a simple verbal communication model.
- It resembles that of Aristotle.
- It takes into a linear way of interpreting the communication process.

If Tesco can follow this model, it will be easier to ensure that there is no breakdown.

NATIONAL CULTURE

FILTER

EMOTIONS

INFORMATION OVERLOAD

DEFENSIVENESS

LANGUAGE

Robbins and Judge (2009)



BARRIERS THAT CAN PREVENT EFFECTIVE COMMUNICATION

HOW COMMUNICATION BARRIERS AFFECT TESCO'S BUSINESS INTERACTION

(Brannen, Mugham and Moore, 2020).



- Being preoccupied, distracted and unable to give full attention (McKay, Davis and Fanning, 1995).
- Breakdown of communication when facts are not understood (Ascra, 2018).
- Background noise and service failures.

HOW TESCO CAN AIM TO IMPROVE THESE COMMUNICATION BARRIERS



ACTIVE LISTENING



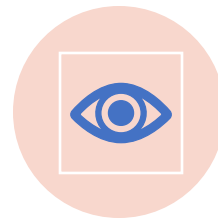
**USE EASY TO
UNDERSTAND
LANGUAGE**



**STAY AWARE OF
CULTURAL STYLES**



**CONSTRAIN
EMOTIONS**



**WATCH OUT FOR
NON-VERBAL CUES**



HONESTY AND TRUST



GET FEEDBACK

LISTENING IS KEY FOR COMMUNICATION
BETWEEN TESCO AND ITS STAKEHOLDERS



- Relationship Marketing
- Broadcast Media
- Direct face to face liaison
- Tesco app for employees (Retail-innovation, 2013)
- 5-dimensional steering wheel (Kaplan, R.S. 2008)
- Emails, phones, letters and reports
- Loyalty Card system
- Social Media, Blogging and Hashtags

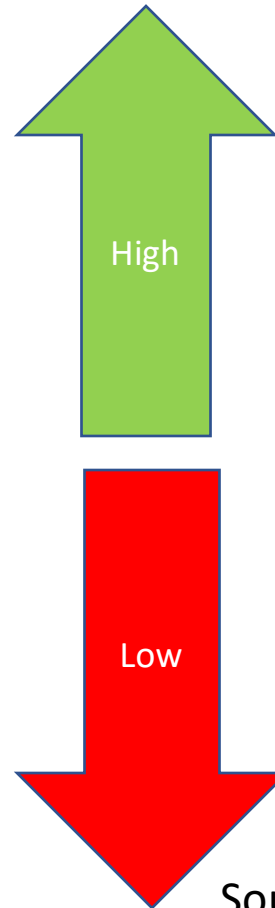
Amina

CHANNELS OF COMMUNICATION USED BY TESCO

IMPORTANCE OF CHANNEL RICHNESS

Daft-Lengel Model of information richness-hierarchy (Daft and Lengel, 1986)

- Impersonal media
- Limited feedback options

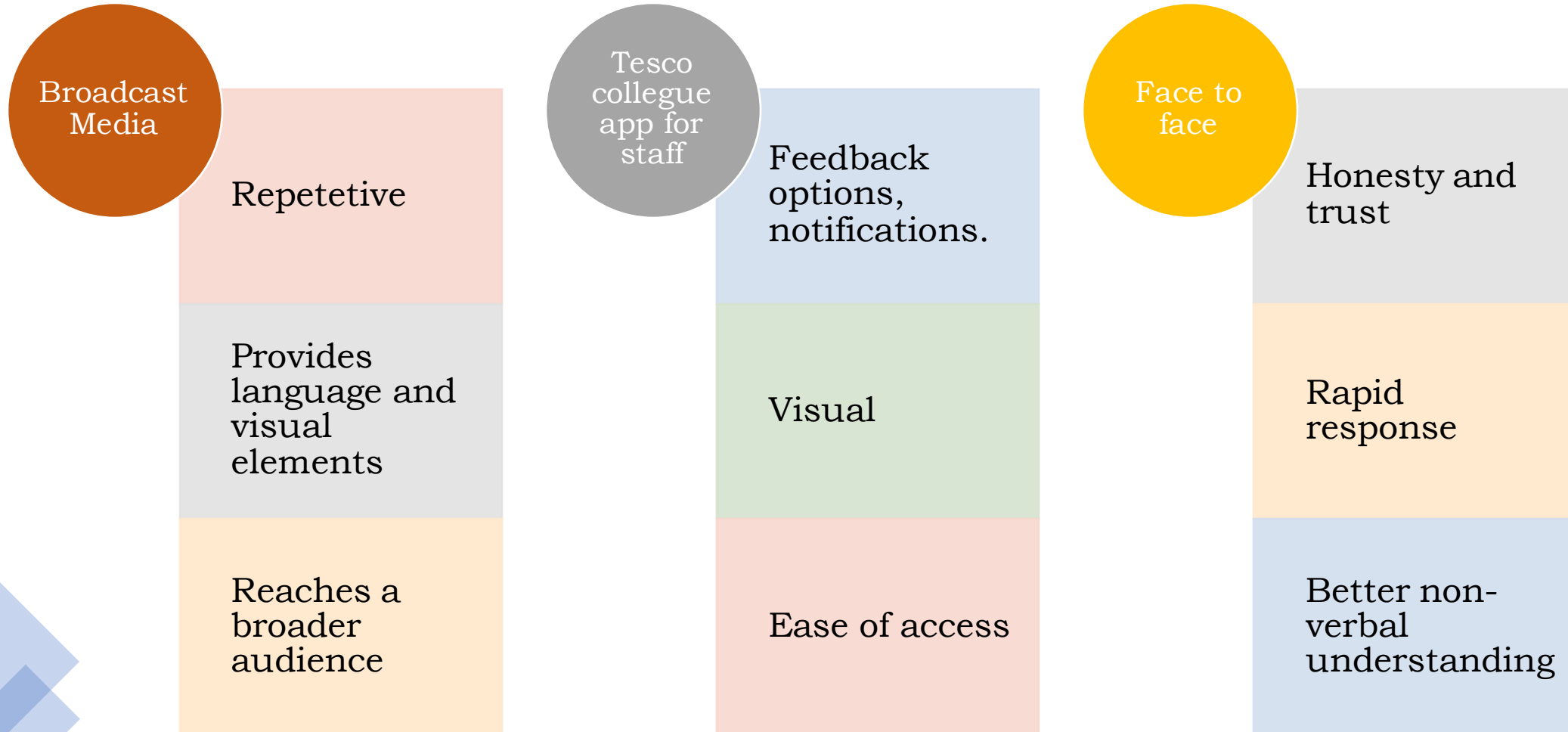


- Able to facilitate personal focus
- Immediate response
- Use of multiple cues
- Use of many languages

Source: Author

Amina

THE ADVANTAGES OF THE COMMUNICATION CHANNELS USED



WHAT CHANNELS CAN BE USED TO IMPROVE COMMUNICATION

- Using a device for staff whilst working (Phillips, 2020).
- Omni-channel marketing (Akter, Hossain and Strong, 2021).
- Twitter: Social-networking
- Using emojis when connecting internally using electronic mail.





Any questions are
welcome
We are listening!

Daniela

THANK YOU

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