



VODAFONE

Vodafone is 2nd largest mobile company. As of November 2018, Vodafone UK has 17.0 million subscribers and is the 3rd largest mobile telecommunications network nationally after EE and O2. its vision is to 'be the world's mobile communications leader'.

Vodafone was formed in 1985 and Vodafone is named after its formation. HUTCH was a telecom company that another group purchased and named it to Vodafone. Vodafone stands for Voice, Data and Phone service.

Communications strategies in place for customers at Vodafone.

WHAT IS COMMUNICATION:

Communication (Latin, meaning "to share") is the creativity of conveying information through the exchange of thoughts, message, or information as by speech, visual signals, writing, or behaviour. It's the meaningful exchange of information between two or a group of living creatures.

Communication is important in every aspect of life. Communication is an act of conveying meanings from one entity or group to another through the use of mutually understood signs and symbol.

Concepts behind Communication: Vodafone's Openness and Transparency is sharing information about its products.

Staying in line with fast changing market - remain very clear and simple explaining its new products & services.

TYPES OF COMMUNICATION:

There are two main ways of sending information; verbal communication and non verbal communication. "Communication is a cycle because when two people communicate

they need to check that their ideas have been understood". (Health and Social Care L3 book 1, page 18)



Verbal Communication: the sharing information between individuals by using speech.

Non verbal Communication: (also referred to as body language) includes all those ways we communicate without words. A more technical definition for non verbal communication is “communication other than written or spoken language that creates meaning of some one” (Ivy & Wahl, 2014, p. 5).

CORPORATE COMMUNICATION:

Corporate communication is the set of activities involved in managing and orchestrating all internal and external communication aimed at creating point of favourable view among stakeholders on which the company depends.

Key objective - Its message being clear & easy to understand - genuine impact on its audience choice making.



vodafone

Communication Strategy

Customer focused & product lead

External Communication:

Being open and transparent in communication - key approach

Verbal and non-verbal communication: has been used. Verbal communication through its trained staff at its stores.

Visual elements: advertisement in newspapers and television etc.



Commitment to provide clear details for customers about new developments in research.

Commitment to providing clear details for customers about new developments in research. Establishing credibility among its audience.

Consultation with key stakeholders.

Continuous dialogue with proper feedback from its focus groups.

Internal Communication:

Using internet to promote better communication. Vertical & horizontal communication flow among its internal stakeholders.

Proper connection between senior manager & other

employees: Prioritize message to its employees through their phones & email etc. to ensure targeted receipt & on time.

VodaFone's key principal of being open & transparent have enabled them to speak to their audience in a very effective manner.

Vodafone's Socially Responsible Image:

Behind government's legislation to promote the responsible use of mobile phones in cars.

Translation of complex legal materials into simple languages to make it easy to understand.

Campaigns on awareness of new laws & appropriate use of mobile phones.

Making sentimental attachment with its audience.



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