

Problem Solving and Decision Making

Student

Zoriana Fedorchuk (2010315)

BMSW 4004_ London

Tutor Molly Jack

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Introduction

Every organisation has its own set of difficulties that must be addressed as soon as feasible in order to improve the organisation's efficiency. Organisations become stronger and more competitive when they face difficulties and effectively solve them. The communication problem is one of the most important issues in the workplace since it affects both the success and failure of the business at the same time. This task will outline several components of the communication problem and their solutions in order to improve an organisation's effectiveness by building efficient communication based on booking issues in a beauty salon caused by a communication problem. The extent, impact, types, and solutions to communication problems inside the organisation will be discussed in order to provide a full discussion that will aid in the task's completion. On the other hand, a role plays of consulting the organisations' employees will also be developed.

This section is going to discuss the problem-solving issues for a particular case which is the problem that arises within the beauty industry. The issue is the communication problem with a client of a beauty concern organisation in terms of a reservation problem. The organisation cannot manage the reservation properly which is mainly for the communication problem and results in improper communication and bad customer service (Hagemeyer, Gershenson and Johnson, 2016). The mismanagement of the booking system is dissatisfying the customers which are impacting on the employee satisfaction as well. In this section, different issues regarding the customer service occur because of communication problems due to the mismanagement of booking for the beauty service to the customers.

Determining the magnitude and impact of the communication problem in terms of booking issues and customer services

Within an organisation, communication is defined as the delivery of a message to the required parties that is relevant to the performance of operational and other operations. A good communication strategy can foster proper knowledge sharing and management, allowing workplace operations to be completed accurately and on time, hence increasing the organisation's productivity (Seeger, Sellnow and Ulmer, 2018). In terms of the beauty organisation, communication is the major task for the booking. In this organisation the booking problem is the major reason of dissatisfaction of employees and customers which can be named as the communication problem.

Defining and determining the nature of the communication issue

A communication problem is an obstacle, barrier, or failure to communicate required information to the appropriate receiver in a timely manner (Daim et al., 2012). A communication problem can stymie an organisation's production because improper communication or miscommunication obstructs the smooth execution of activities and produces complexity that must be resolved by putting in extra effort, which requires more time, money, and labour. Customer unhappiness was partly a result of a miscommunication at the beautification company due to the booking issues.

The scope of the communication issue

Communication barriers in the workplace are a widespread and complex issue that must be addressed. Despite the fact that there are numerous risks associated with the communication problem, it also benefits the organisation in a variety of ways. Employees can improve their decision-making and risk-taking skills by resolving communication issues within the organisation, which is an indirect advantage to the organisation (Koripadu and Subbaiah, 2014). The analysis of this problem will aid in the development of a thorough understanding of the communication process, the effectiveness of proper communication,

the communication problem, and the solution to overcome the problem, as well as the experience needed to handle this type of problem effectively.

Effects of a communication breakdown

Within an organisation, a communication problem has an impact on several parties and processes. It has an impact on the employees, the organisation, and the workplace strategies. The following are some of the consequences of a communication problem:

Employees

Miscommunication and communication barriers generate difficulty in the workplace, causing employees to lose track of their job and lack motivation to increase the pace with which they do their tasks.

Organisation

As productivity declines and employee complexity and conflict rise, the organisation faces failure owing to a communication challenge.

Strategies

An organisation's strategies must be updated because a communication problem prevents the organisation from acting in accordance with its long-term strategy. As a result, the company's strategy must be updated on a regular basis to keep up with the changes.

Customers

The communication with the customers by an organisation is the most crucial task. The miscommunication with the customers can lead the organisation to failure (Tan et al., 2012). In this case the failure of communication with the customers for booking for the beauty services is the major problem.

Analysing communication issues in order to make decision-making easier for customer service

The decision-making process of an organisation is influenced by internal changes, among which communication issues are a regular occurrence. There are various forms of communication issues that have an impact on decision-making (Kelly, 2020). The key communication challenge in this situation is the booking procedure and communication with clients in terms of booking, which is outlined below:

Miscommunication

The most serious communication problem is when an organisation's personnel communicate ineffectively by sending the wrong message or taking the wrong note from clients regarding booking. Miscommunication has made the organisation's decision-making process difficult. Organisations, on the other hand, fail to meet their goals due to a lack of communication.

Problems with misinterpretation and translation

People from diverse regions, who speak different languages, work together in major organisations like the beauty organisation. Individuals' language barriers might become a hurdle to developing a healthy communication system, causing the decision-making process to become irritated (Lewis and Seibold, 2018). This can assist reservation or booking staff in gathering the necessary information from consumers and developing an efficient booking procedure.

Lack of proper listening

Employees of the organisation must listen intently and transmit the message accurately in order to build a successful communication process. When people fail to listen and communicate the message properly, a communication problem arises (Lauri and Salanterä, 2018). The employees miss to listen to the customers while attending the calls for booking those results in mismanagement of the booking. The ability of the related persons to listen depends on the decision-making process for creating the communication process.

Creating a variety of solutions to the communication issue for customer service

Organisations like the beauty salon must overcome communication hurdles in order to expand their activities and fluency (Abrell, 2014). The following are some possible solutions for resolving the problem which is the booking issue due to the communication problem:

Proper planning of booking

The organisation must develop a proper booking process through online reservation system and live booking system with proper communication process, address and contact number. The appointment of proper employees in the right place is also required.

Develop active listening skills

Each member of the organisation must actively listen to the type of information that has to be supplied from clients regarding the booking in order to build an efficient communication process inside the organisation (Sutcliffe, Lewton and Rosenthal, 2014). Active listening can verify that the message is delivered correctly.

Being explicit about the data

To avoid miscommunication, the booking employee should be fully informed about the booking information before delivering any message or communicating any information (Christodoulou and Cullinane, 2019). This can improve effective communication as well as the productivity of the organisation by establishing proper decision-making within the workplace.

Using the right tools for communicating

It is critical to select an effective communication medium at all times. Because if the message is not delivered effectively, the inappropriate medium might have a negative

impact(Hagemeyer, Gershenson and Johnson, 2016). As a result, rather than verbal or informal communication, evidence-based means such as written communication such as letters, e-mail, and person-to-person communication should be used.

Using a linear decision-making technique to evaluate communication problem solutions in customer service

An organisation's decision-making is influenced by a variety of existing problems as well as potential solutions. The linear decision-making technique can assist in solving and making a decision based on the communication challenge.



Figure: Linear decision-making model

Source: (Seeger, Sellnow and Ulmer, 2018)

The scenario inside the organisation relating to the communication breakdown must first be assessed by determining the key communication issue, such as miscommunication, booking issues, scheduling challenges, and so on (Perera, 2017). The problem must then be stated by employees, customers, or other persons with whom they must speak in order to begin on the right route to solving the problem and making a choice. Now is the time to acquire detailed information about the problem and analyse it briefly to gain a sense of the larger situation. The organisation will investigate options to effectively solve the problem at this level. They will choose the finest options for removing communication barriers from the choices in terms of booking problems in the beauty salon. They will now assess the potential consequences of putting the solutions into practice through a test phase (Daim et al., 2012). The organisation can then decide how to solve the problem and make other decisions connected to the communication issue. Finally, the plan is put into action by taking appropriate activities, and the decision-making process' outcome is carefully evaluated.

Creating a strategy for efficiently implementing a communication problem solution

Identifying the activities that must be taken

The organisation must determine the appropriate course of action to address the communication issue. Training, good policy-making, communication plan formulation, and communication process observation are all possible measures.

Action planning

To facilitate the action of overcoming the communication problem, the organisation must create an appropriate timeline for the action plan, as well as a timeframe (Tan et al., 2012). The organisation must project the timeline in accordance with the development plan for the effective booking process.

Choosing the materials

The resources required to carry out the plan must be identified and chosen in order to facilitate the plan's implementation (Kelly, 2020). To develop the plan and get a better result, sufficient resources must be collected.

Measuring the ramifications

To assess the feasibility of the strategy, the organisation must examine the implications of its implementation. Employees of the company will be questioned if they believe they will be able to adapt to the strategy.

Examine the strategy

Finally, the whole strategy will be assessed by the managerial body to ensure that the plan will be implemented and that it will be effective in resolving the organisation's communication problem (Park and Kim, 2017). This can aid in the development of a robust booking communication process at the beauty shop.

Communicating with the stakeholders about the implementation plan for solving the communication problem regarding customer service

Internal and external stakeholders are all part of what makes up an organisation. The beauty salon's possible stakeholders include consumers, rivals, staff, suppliers, distributors, and others. Before implementing the plan, the organisation must communicate with the stakeholders to describe the plan and obtain appropriate feedback and suggestions (Koripadu and Subbaiah, 2014).

Seminars, news conferences, personal mail, regulatory body meetings, committee meetings, and personal briefings are all examples of ways to share the plan with stakeholders. The manner in which the strategy is communicated is determined by the company's size, activity, and market position.

The planner, or the organisation's management body, will consider stakeholder recommendations for the plan based on their adaptability to the plan (Lauri and Salanterä, 2018). They will have to deal with the solution because the communication problem involves several stakeholders in the organisation. As a result, one of the most important aspects of the plan's implementation is to take their advice.

Identifying appropriate monitoring and review techniques in order to put the communication problem solution into action

To maintain continual improvement and avoid failure, the organisation must effectively monitor and review the plan to solve any type of problem. The following are some monitoring and review strategies for implementing the communication problem's solution:

Observation

To ensure continual progress in their communication approach, management must observe the employees' communication process to see if they are following the plan's directions or not (Lewis and Seibold, 2018).

Performance and output are being monitored

The impact of employees' and other stakeholders' actions must be measured in order to detect changes in communication before and after the strategy is implemented inside the organisation.

Keeping track of customer arrival

The organisation's customer arrival must be tracked in order to gain a better knowledge of the plan's performance (Christodoulou and Cullinane, 2019). If the customer arrival rate falls, it will be apparent that the strategy is not working. And if the customer arrival arises it will prove that the strategy is working.

Forms for collecting feedback

The management must develop a feedback sheet to comment on the changes that will occur as a result of the plan's implementation in the organisation (Abrell, 2014). The feedback sheet will serve as a record of the results of resolving the communication problem by soliciting client feedback on the existing booking procedure.

Conclusion

One of the most important jobs of the organisation is problem-solving and decision-making. Companies, such as beauty salons, encounter a variety of communication issues, which result in booking mismanagement, reduced productivity, a lack of honesty, and defects in activity that reduce customer pleasure, among other things. As a result, organisations must take steps to address the problem of communication by implementing an effective solution, such as good training, the development of communication policies, and proper monitoring and review. If tiny but complicated challenges within the organisation can be reduced, organisations can make effective decisions.

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