Business Communication

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Short Description

Business Communication case study

Description

CASE STUDY

The pilot group's readership of messages was measured in two ways: • Metrics provided in the Snap Comms reporting tool for IQ Now (scrolling ticker) • The completion rate of the staff quiz that was sent as a follow up to IQ Direct. For the control group the only way readership of the email messages could be measured was to track email open rates? the drawback of this was that it could not be established whether employees has actually read the messages or merely opened the emails. The readership rate for SnapComms was taken within four hours of the desktop ticker message being delivered. The difference between the pilot and control groups was dramatic — the lowest readership rate of IQ Now was measured at 93%, compared to 22% for email. The analytics also

showed that the SnapComms messages were also read closer to the start of employees' shifts. "The information I get in the IQ Now is timely and relevant for

my skill set and I like having the urgent messages scroll at the bottom of my screen" Pilot group employee.

(Employee bulletin) demonstrated that the allocation of 15 minutes additional reading time was a significant driver of message readership. Where that time away from the phones was provided, readership was at levels in the range of 8092% for SnapComms

and 6175% for email, using the same templates. When the time away from the phones was not given, readership for SnapComms dropped to a range of 3055%,

while for email it was 4651%. "SnapComms really gives me lots of useful and updated information which helps in my daily job. Excellent tool" Pilot group employee.

Answer the following question.

Q1. How the readership of messages was provided by Snap Comms? Explain.

Q2. Give an overview of the case,

Details
1. Case study solved answers

2. pdf/word

3. Fully Solved with answers