

СЕКЦИЯ 7
КОММУНИКАТИВНЫЕ ТЕХНОЛОГИИ
В СИСТЕМЕ СОВРЕМЕННЫХ ЭКОНОМИЧЕСКИХ ОТНОШЕНИЙ

UDC 316.28:33

A. Balukho, A. Artushevskaya
(Republic of Belarus)
Scientific supervisor N.V. Sysova
Belarusian State Agrarian Technical University

NEW TECHNOLOGIES IN BUSINESS-COMMUNICATION

Successful writer Arthur C. Clarke once said, «Any sufficiently advanced technology is indistinguishable from magic». Communication technology, which has revolutionized the way we interact with one another, is no exception. To understand the full magnitude of this magic asset, one must delve further into where communication technology has come from and where it is going. Communication technology provides a vast variety of benefits to the average consumer, both professionally and interpersonally.

Communication technology has aided in business expansion and globalization. Smartphones allow for email, texts and calls placed at any time, from anywhere. The Internet promotes the fast information transmission via email and website advertising. Communication technology can also benefit interpersonal relationships. Parents can keep better track of their kids with cell phones and GPS devices. Family members can keep in touch with phones, video conferencing services like Skype, and email. Public communication through social networking sites allows friends to keep up with one another and for new friendships to begin.

Irrespective of whether a company chooses to have the «hands-on» expertise of a communication professional, it is vital that companies build a bridge of understanding with their employees and stakeholders alike through effective communication.

Top performing companies do not just focus on media relations, crisis management, product promotions and events, but also educate their employees about the values and culture of the organization and provide information to employees on the business' progress towards its goals equipping them to deal constructively with stakeholder demands.

As global economic uncertainty continues, many companies are under increasing pressure to seek improved and more sustainable ways to engage their employees and stakeholders and to boost productivity and growth. However, today's leaders must realize they have a very powerful, and often under-utilized, tool at their disposal that can help them achieve the business and people outcomes they are searching for – effective communication.

Communication has evolved in many different ways throughout time and in business. It is always essential to have an effective mode of communication internally and externally. Internal is being able to have a simple but pithy way of dis-

seminating information that is relevant to the day to day function of each area and external is how the company is able to share information with potential consumers using minimum resources.

Among new technologies popping up in this generation there are some new techs that are deemed necessary in any company. They are:

- Email – these are messages that are distributed electronically from one user to one or more recipients via a network at least that is how Google defines it. Emails are essential; this medium has proven itself to be a major contributor in different types of marketing programs. This type of communication is what most companies prefer when reaching out to their target markets and clientele.

- SMS Messaging – cell phones have become one of our primary methods for long and short distance communication and text messaging is the easiest and most accessible way to distribute information since the fact is that most, if not all, people already have cell phones.

- Voice Call – perhaps the most effective way to communicate would still be through a verbal conversation. There are platforms that also make use of video calling or video chatting which is quite convenient.

- Computer Telephony Integration – pretty much self-explanatory. CTI allows interactions on a telephone and computer to be coordinated.

- Voice over Internet Protocol Phone System – CTI is just an introduction to this new type of technology which integrates telephone and computer activities giving the user easy access and efficient information handling.

- Video conferencing. Such tools allow companies to conduct business meetings with people halfway across the world for a fraction of what it would cost to physically meet.

- Viber. Viber is an instant messaging and Voice over Internet Protocol (VoIP) app which lets you send free messages and make free calls to other Viber users, on any device and network, in any country. Viber syncs your contacts, messages and call history with your mobile device. So, there are a lot of advantages of Viber, such as best-quality HD voice calls, video calls, text, photo and sticker messages, full sync between your mobile and Windows and not only for Windows, transfer ongoing calls between devices.

The use of these technologies has been very much the life of every company because without effective communication all would be in chaos. Today, outsourcing has become the main solution to decrease not only fixed expenses but also expenses in manpower acquisition. Most Business Process Outsourcing companies or BPOs make use of Voice over Internet Protocol due to its cost-effective characteristics that are greatly beneficial. Business VoIP phone is truly essential providing businesses with capabilities to virtually enhance communication within the working environment at the same time providing potential consumers and existing customers the satisfaction they expect in terms of salesmanship and resolving product-related issues. Indeed, new technology continues to take a huge part in improving information dissemination. It also continues to evolve giving the people convenience and accessibility to any information they want that is publicly available. These advantages give businesses the ability to grow and all they have to know is where they can position themselves in the market.