

Business Communication



Brand: Mehta Solutions
Product Code: case683
Weight: 0.00kg

Price: Rs500

Short Description

Business Communication case study

Description

New Zealand's largest free-to-air broadcaster and is also the nation's only public television broadcaster. It operates four channels? TV ONE and TV 2, and two digital channels, TV 6 and TV 7. It also has an online presence and offers catch up TV on their website. Increased competition from new media sources such as PC and mobile devices mean that it is important for the broadcaster to increase business efficiencies and to drive business innovation.

Reduced resources and downsizing of the Internal Communications team meant that Internal Communications channels needed to be quick, and easy to use. Measuring the effectiveness of the channels was also important. Ensure important Internal Communications achieved cutthrough in a climate of overload. In order to keep employees informed and operationally effective, TVNZ was looking for engaging ways to repeat important messages in order to ensure message cutthrough was achieved. Reduce email overload. Prior to the use of the SnapComms Internal Communications channels, an average of 25 'mass email updates' were being sent separately to staff each week. The interruption caused by these messages arriving separately was impacting productivity and causing email overload.

Answer the following question.

Q1. Give an overview of the case.

Q2. Why the reduction in email overload was necessary? Explain

Details

1. Case study solved answers

2. pdf/word

3. Fully Solved with answers