**Streamlining direct internal communication channels for ACC Mumbai Head Office**

**For**

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# ABSTRACT

# Introduction

## Statement Of Problem

ACC has many communication channels. This can be very inefficient and ineffective and carries many security risks. Furthermore, no communication channel is entirely perfect. In such a case, it is better, if all the communication channels are synthesized into one communication channel or if one communication channel is used which is secure and allows for all of the features which the employees are looking for.

## Background On ACC And Current Communication

ACC has many communication channels; WhatsApp, Cisco, Zoom, Gmail and Phone. WhatsApp is a chatting up which can be extremely addictive and interfere with productivity. Furthermore, it's dependent on the phone services. This means that if a person forgets to change their phone number on WhatsApp, it is very easy, for the same messages to go to a different person with the same phone number. This is a big security risk. Cisco is excellent for large group conversations. However, it's poor for team-work and presentations. Zoom is excellent for small groups. But frequently lags for large conferences. Furthermore, it is prone to invasion, which is a major security concern. Gmail is an email app excellent for leaving trails. However, it is very possible for an individual to get overwhelmed by too many emails.

## Methods Intended For Audience

The data I used in this report is collected from primary research through surveys and phone interviews. In which, I asked the office employees of ACC to voluntarily and confidentially take surveys pertaining to their opinions on the effectiveness and efficiency of various communication channels employed. The survey asked for their role as well as the specific purpose for which that communication method is used for.

The second primary source of information was a phone interview with Harpal Singh, the head of IT for the ACC head office in Mumbai. The interview provided understanding of the team dynamics of group-work at ACC and the feasibility of creating a new application in-house. In addition, the interview provided a better comprehension of the current business environment as many employees shift to working from home. Allowing recommendations being made to better support communication for the current state of operations for ACC.

## 

## Aiming for Efficient and Effective communication

Poor Communications entails ineffective or inefficient processes of exchanging ormation. ACC should aim to avoid poor communication in order.

Effective communication can lead to better flow of information and understanding between employees, leading to better completion of tasks and less friction in the workplace.

Reducing team friction can greatly raise trust within the company, improving morale and lowering turnover To make communication more effective, most employees believe that an adequate communication channel ought to enforce a concrete context and substantial message.

Inefficient communication may delay tasks and lead to frustration within the workplace which can further lead to; failed, discontinued or severely delayed projects. Since construction projects are expensive, a delayed or discontinued project might be highly expensive for the company to bear.

## Purpose Of Report

This report aims to synthesise and present data about the efficiency of the current direct communication methods at the ACC Mumbai head office. Lastly give recommendations on how to streamline communication to increase efficiency.

## Scope Of This Report

I need to understand the feasibility of creating a proposed solution. To do this, I am aiming to answer the following questions:

* What are the top 2 of the communication systems which people use? What functionalities do they fulfill?
* To what extent, does checking various lines of communication interrupt with the daily work flow of an employee?
* How tricky is it for an employee, to separate work and personal communication within personal chats such as Hangouts and WhatsApp?
* How has interference of personal and work communication impacted the speed and quality of the office work?
* To what extent are communication requirements of an employee improve if all the services were delivered through a single interface?
* What would be the estimated monetary and financial cost of building like an application?
* What are the productivity and financial risks if such an application fails or has security leaks?
* How much time do employees spend on communication?

# **Collected Data**

## Zoom

### Frequency of Zoom Usage

From ***Figure 2***; 51.9% of employees use Zoom once a day and 19.1% of employees use Zoom more than once a day, whereas 29% of employees use it once a week. Demonstrating that Zoom is a communication channel used frequently.

### Efficiency in Communication

From **Figure 3**; 20.5% of all people claimed that Zoom was “Extremely Efficient”, 40.2% of all people claimed that it was “Very Efficient”, 37.1% stated that it was “Somewhat Efficient” whereas only 2.3% claimed that it was “Not So Efficient”.

### Specific Communication Needs and Efficiency.

Extracting from ***Figure 1***, approximately; 31.8% of employees used words pertaining to making changes to documentation when writing about the specific purpose of zoom. Such as improving presentation or working on reports. These people have been clubbed under the title “Updating Documentation”. Fifty seven percent of whom, declared it was either not efficient or somewhat efficient for this purpose(***Figure 6)*** .

Twenty five percent of the employees spoke about using Zoom for getting updates on projects, they have been placed under the heading “Progress Updates”(***Figure 1)***. Out of which, 66.2% labelled Zoom is very or extremely efficient(***Figure 5)***.

Ninety eight percent claimed to choose Zoom over other communication channels for “Team Meetings”(***Figure 1)***, out of which, 66.2% of whom claimed that it was either very or extremely efficient(***Figure 4***).

## WhatsApp

### Frequency Of Usage

From ***Figure 7***, 68.9% of all employees claimed to use the application more than once a day while 31.1% claimed to use the application around once a day.

### Efficiency in Communication

From **Figure 9**; only 6.1% of all people declared that WhatsApp was “Extremely Efficient”, 32.6% of all people proclaimed that it was “Very Efficient”, 41.7% stated that it was “Somewhat Efficient” whereas 19.7% claimed that it was “Not So Efficient”.

### Specific Communication Needs and Efficiency.

Upon analysis of ***Figure 8,*** 84% of employees use WhatsApp For Quick-Updates, out of whom only, 69.3% asserted to be either extremely or very efficient for this purpose(**Figure 10)** . Twenty six percent of employees used WhatsApp for “Off-Site Updates”(***Figure 8),*** 81.4% of whom claim that it is effective for this purpose (***Figure 11) .*** Only around 9% claimed to use it for urgent inquiries(***Figure 8)***, 83.3% of whom, agreed that the chat is either very or extremely efficient for this purpose. (***Figure 12)***

## Gmail

### Frequency Of Usage

From ***Figure 13***, 81.8% of all employees claimed to use the application more than once a day while 17.4% claimed to use the application around once a day.

### Efficiency in Communication

From **Figure 15**; only 6.8% of all people declared that Email was “Extremely Efficient”, 31.8% of all people proclaimed that it was “Very Efficient”, 39.4% stated that it was “Somewhat Efficient” whereas 22% claimed that it was “Not So Efficient”.

### Specific Communication Needs and Efficiency.

Upon analysis of ***Figure 14,*** approximately, 57% of employees use Email for sending files, out of whom, 65% asserted that the app was either “somewhat efficient” or “not efficient” for their purpose(**Figure 15)** . 43% of employees state that it is fruitful for external communication(***Figure 14),*** only 40% of the people state that it is either extremely or very efficient for such a purpose (***Figure 16) .***

## Phone

### Frequency Of Usage

From ***Figure 17***, merely 18.9% of all employees claimed to use the Phone more than once a day, 67.4% claimed to use the phone around once a day and 13.6% claimed to use the phone a Few Times A Week.

### Efficiency in Communication

From **Figure 18**; a whopping 21.2% of all people declared that Email was “Extremely Efficient”, 43.2% of all people proclaimed that it was “Very Efficient”, 33.3% stated that it was “Somewhat Efficient” whereas 1.5% claimed that it was “Not So Efficient”.

### Specific Communication Needs and Efficiency.

Upon analysis of ***Figure 19,*** approximately, 36.4% of employees use Phone for setting up meetings, out of whom, a whopping 93.8% asserted that the phone was either “very efficient” or “extremely efficient” for their purpose(**Figure 20)** . 19.7% of employees state that it is fruitful for external communication(***Figure 21),*** only 13.8% of the people state that it is somewhat efficient(***Figure 16) .*** 43.4% of employees state that it is useful for urgent Inquiries,(***Figure 19),*** only 18.6% claim that it is useful for somewhat efficient ( ***Figure 22)***

## Cisco

### Frequency Of Usage

From ***Figure 23***, merely 8.3% of all employees claimed to use Cisco a few times a month, 32.6% claimed to use Cisco less than a few times a month and a pompous 59.1% refused to answer this question.

### Efficiency in Communication

From **Figure 24**; a whopping 16.7% of all people declared that Cisco was “Extremely Efficient”, 38.6% of all people proclaimed that it was “Very Efficient”, 37.1% stated that it was “Somewhat Efficient” whereas 7.6% claimed that it was “Not So Efficient”.

### Specific Communication Needs and Efficiency.

Upon analysis of ***Figure 25,*** approximately,21.2% of employees use Cisco for Large Conferences, out of whom, a whopping 39.3% asserted that Cisco “somewhat efficient”(**Figure 26)** . 19.7% of employees state that it is fruitful for Meeting With Clients(***Figure 25),*** 96.2% is either “Extremely Efficient” or “Very Efficient”(***Figure 27) .***

# **Conclusion**

Summary of Findings:

The majority of Employees at ACC use Zoom, Whatsapp, Email and Phone calls on a near daily basis for communication. For Zoom and Phone calls, the majority of employees agree that these communication channels are effective. On the other hand most stated that Email and Whatsapp were not very efficient for their general communication. employees often agree that these communications do not efficiently meet all their specific communication needs. The majority of Zoom users said that it was only somewhat or not effective for updating documentation. For WhatsApp, none of its purposes has stood out as particularly inefficient yet it still has a low efficiency rating for general communication. For Email, 65% was only somewhat or not so efficient for sending documents yet, most people use email for this purpose in the company. Employees said the Phone was generally efficient and for their specific purposes also very effective.

Interpretation of Findings:

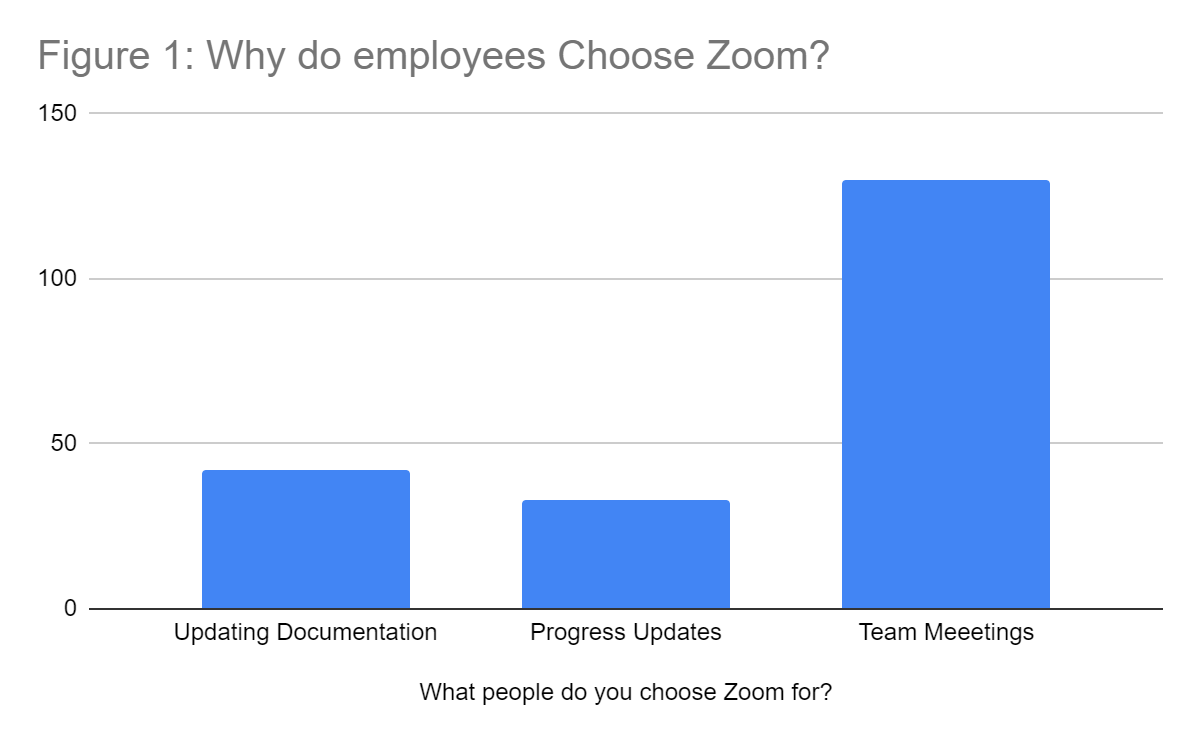
ACC employees have a clear preference for Zoom and Phone calls however they want a better way to work on documents than over a Zoom call. In addition, despite the relatively good efficiency rating for its specific purposes overall the efficiency rating of WhatsApp is low. This may be for a variety of reasons such as having too many messages on Whatsapp which makes it difficult to differentiate what is important or not. This means our recommendation for a new app should closely resemble features of these two channels of communication.

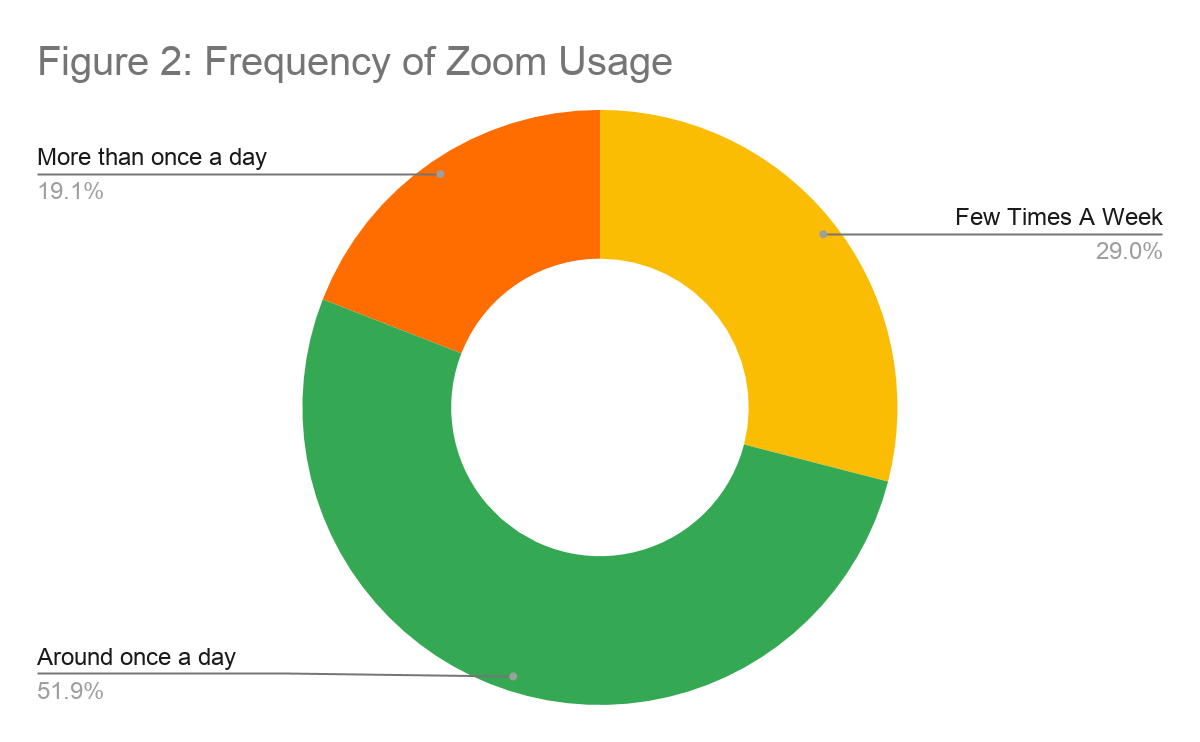
Recommendation:

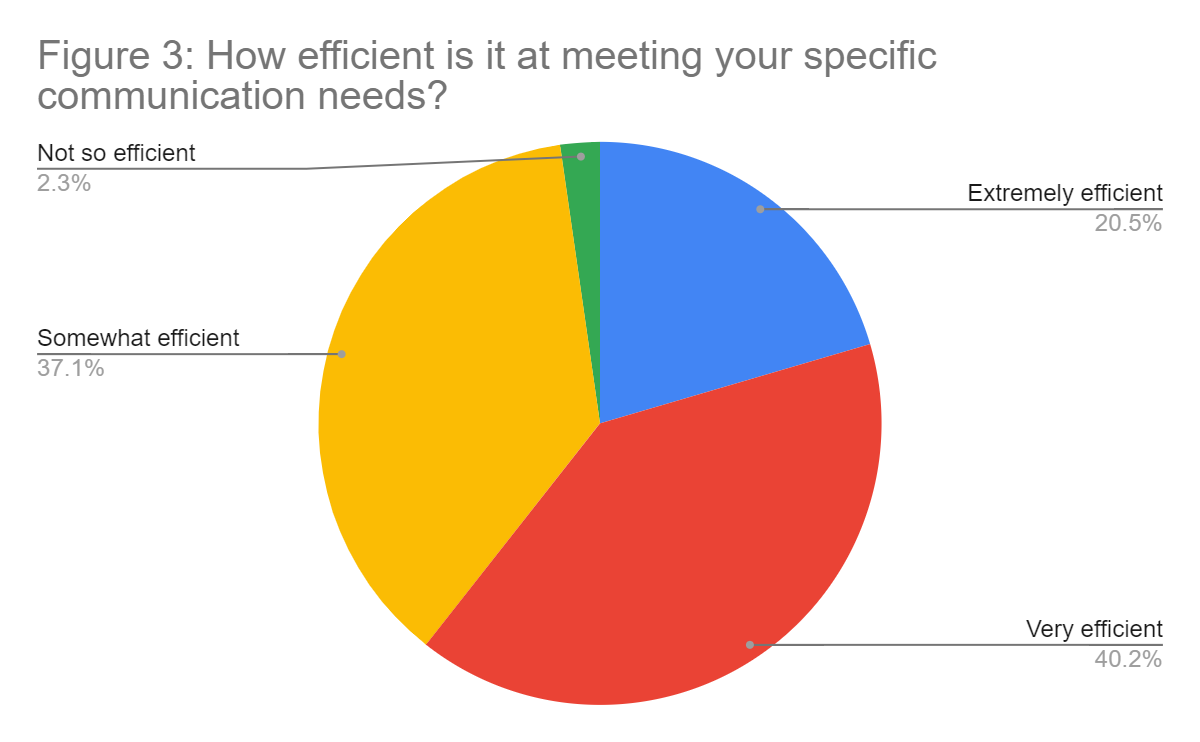
In order to better streamline and improve communication channels we recommend:

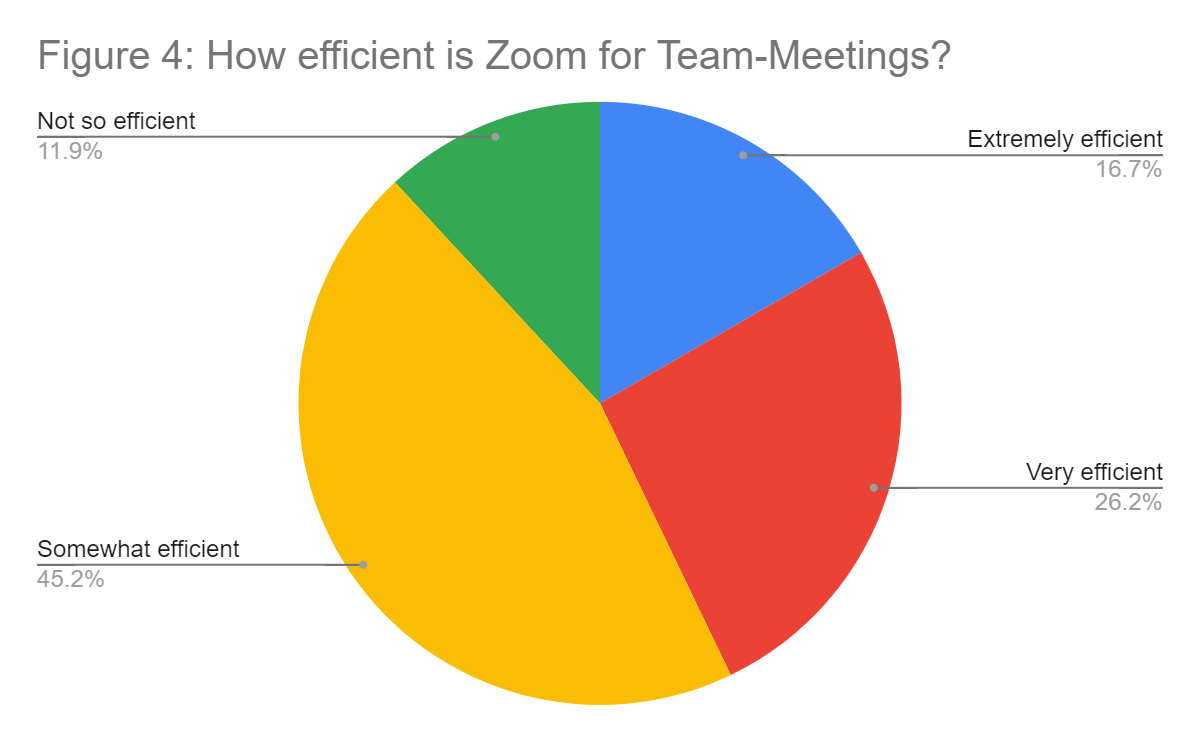
* Creating a unifying app in-house.
  + Has the video calling features of Zoom
  + As well as the Instant messaging features of WhatsApp
  + It would be only for ACC employees to make it easier to differentiate personal and work-related notifications.
* Purchasing Cloud platforms such as Google Drive to better improve document sharing and updating.

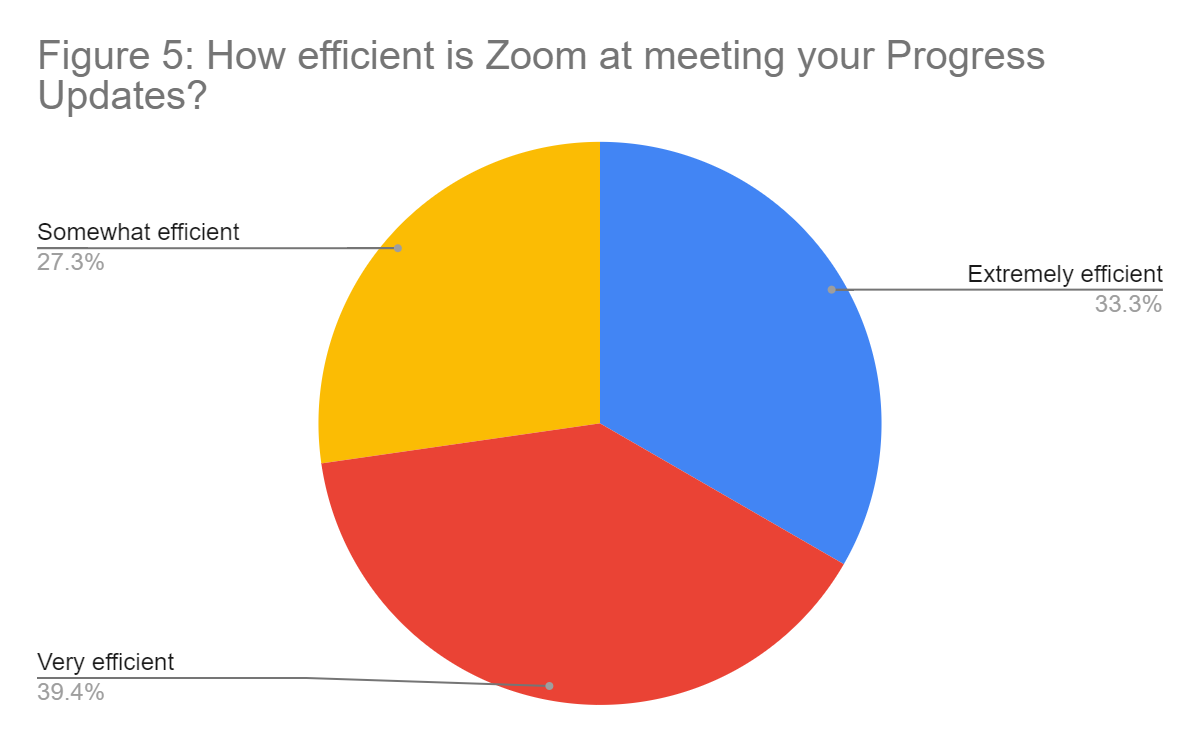
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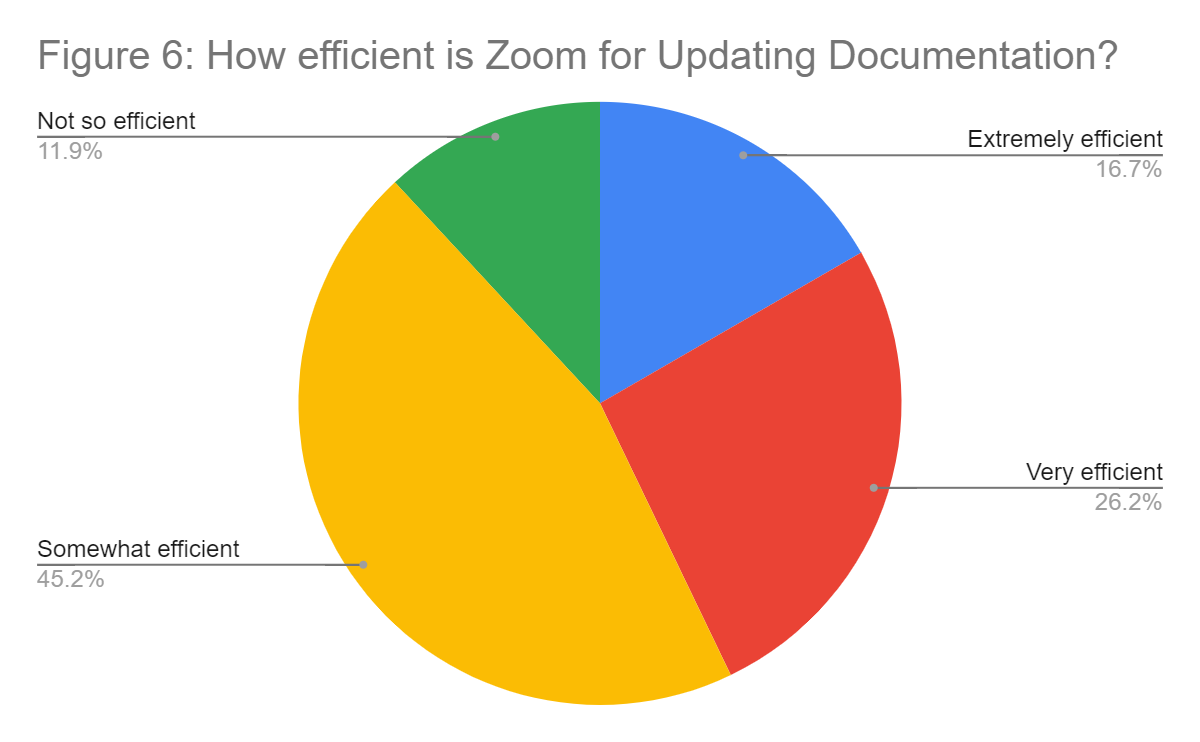


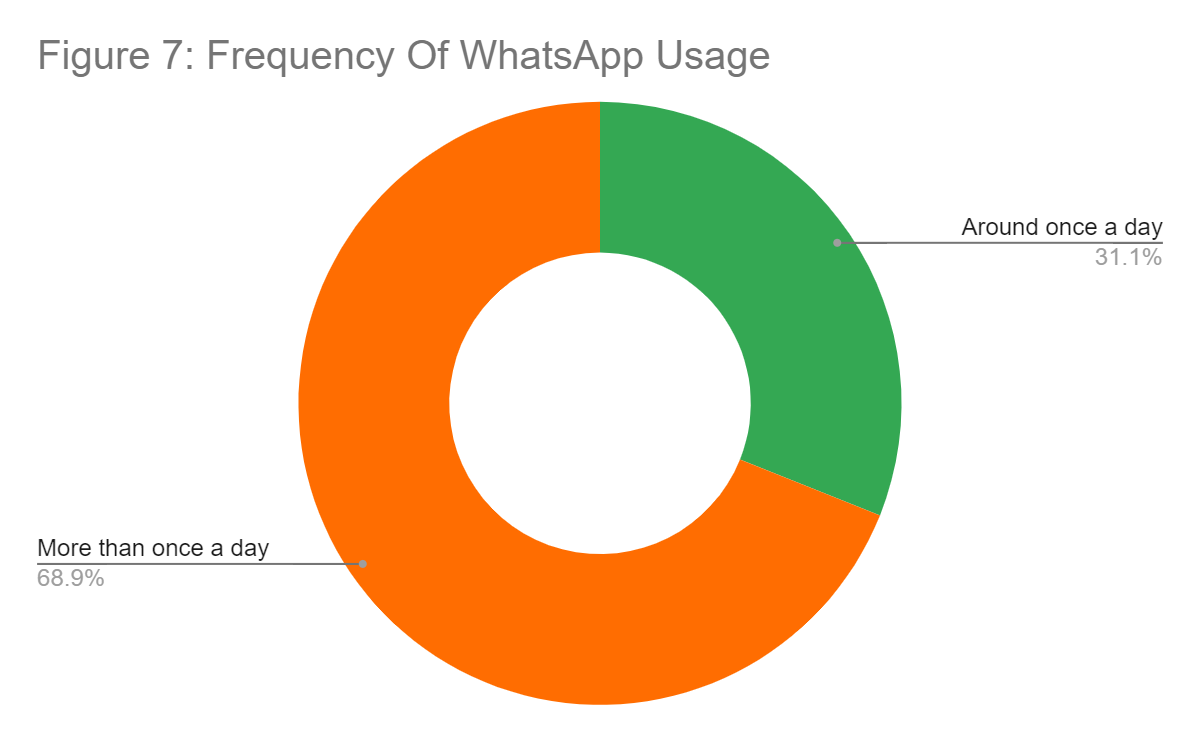


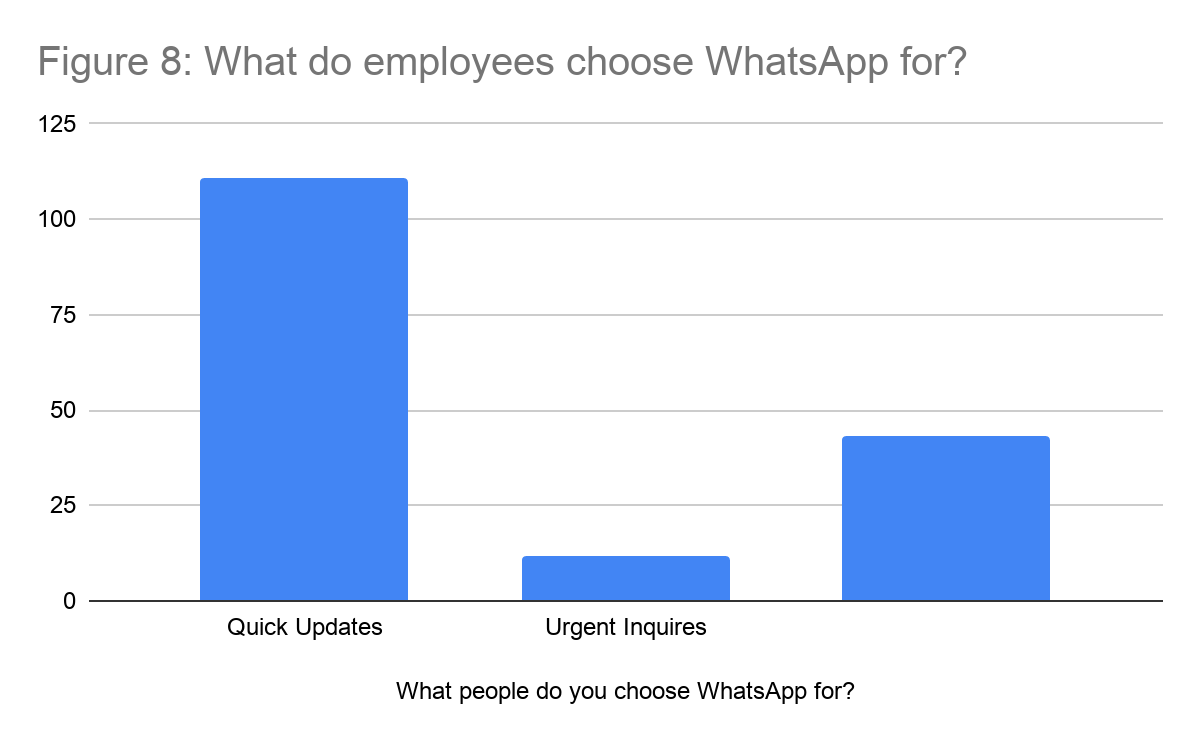


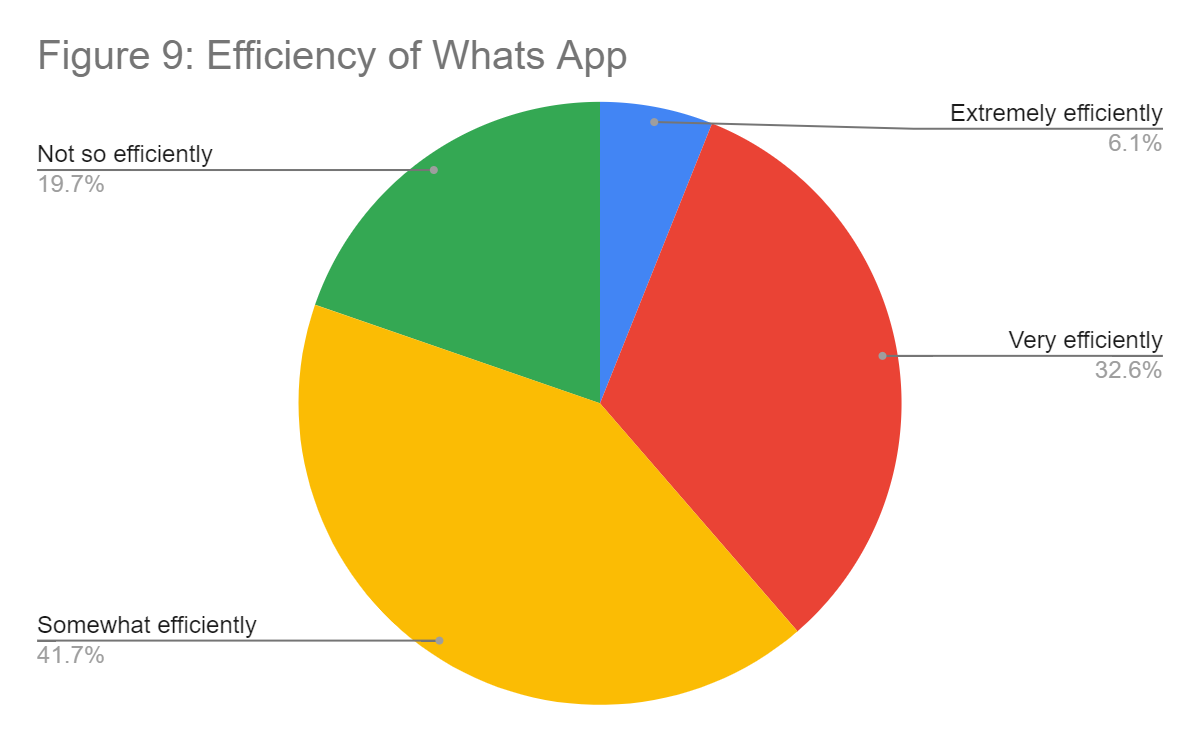


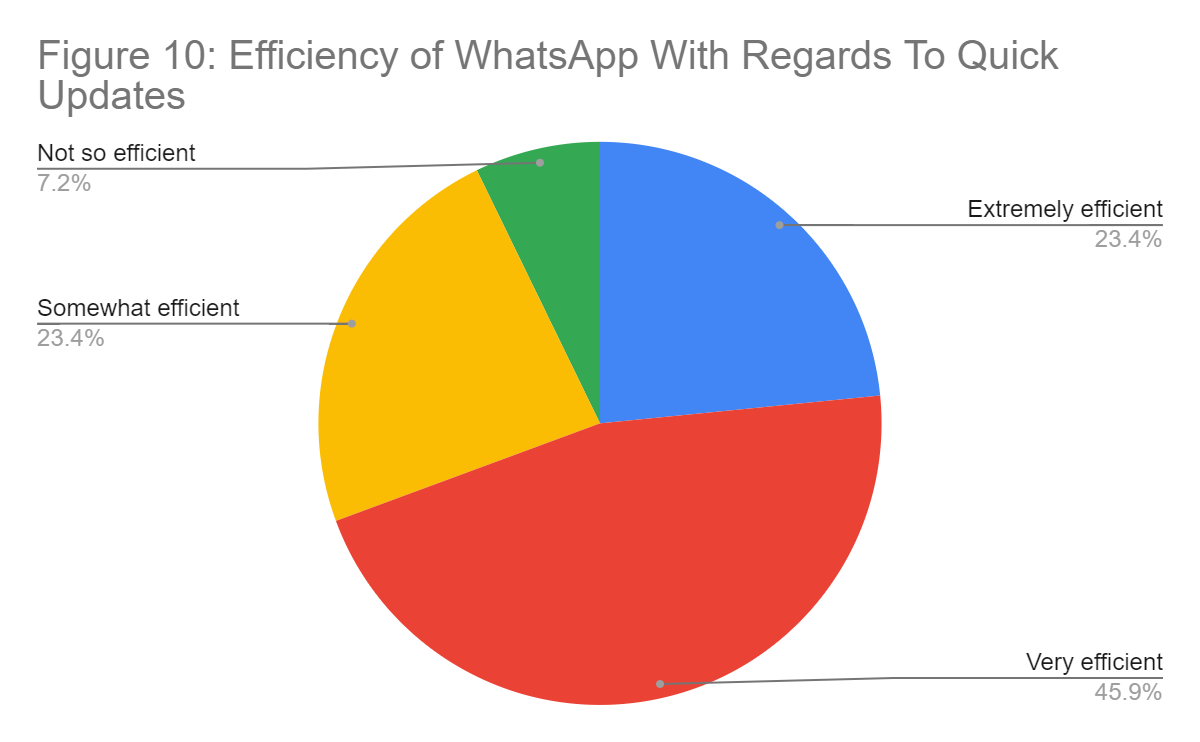


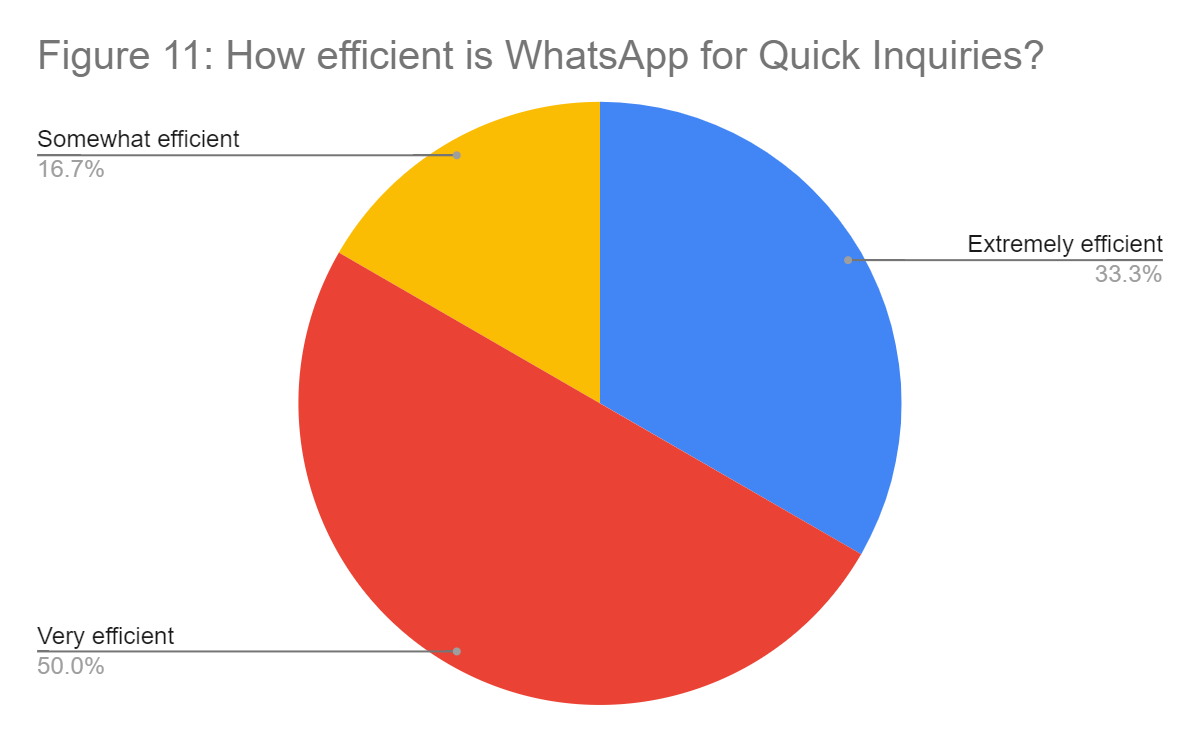


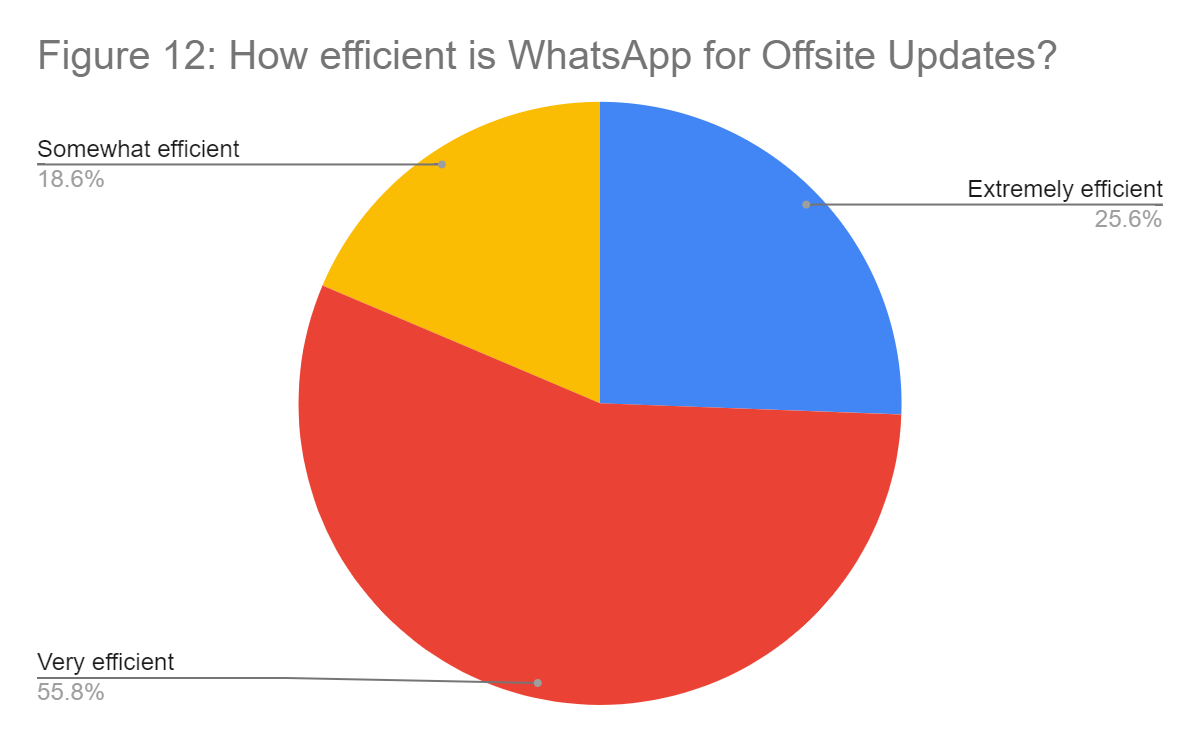


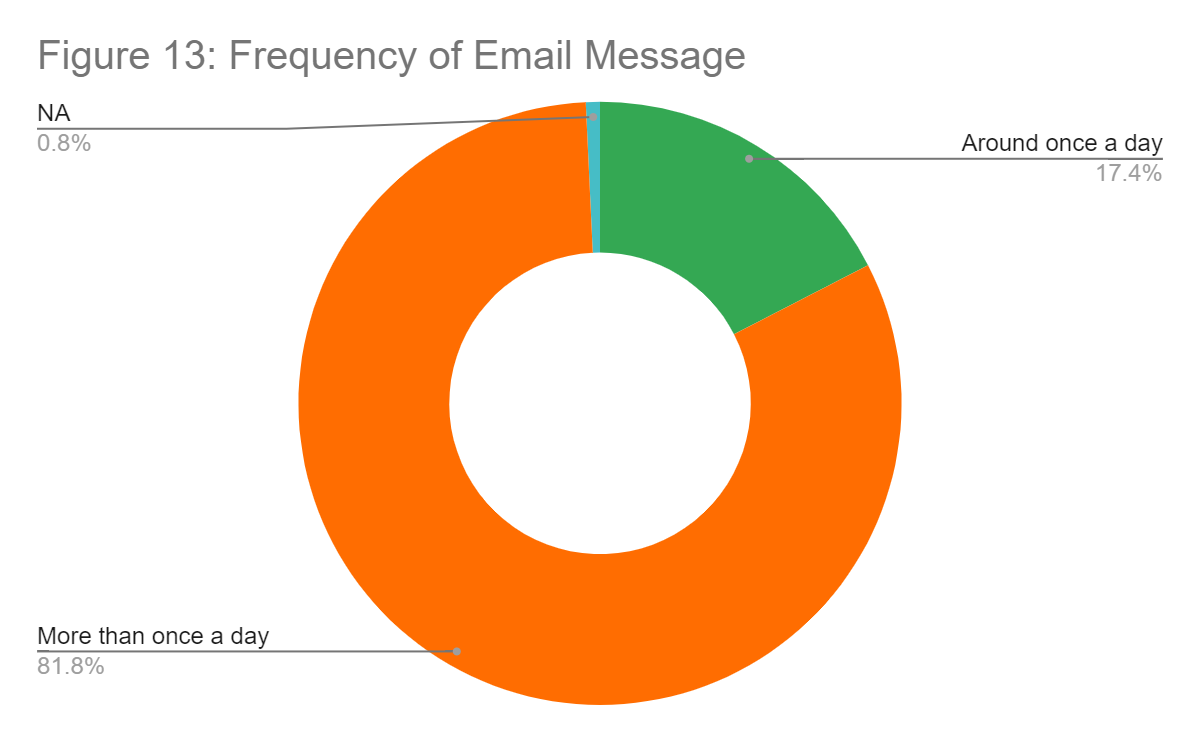


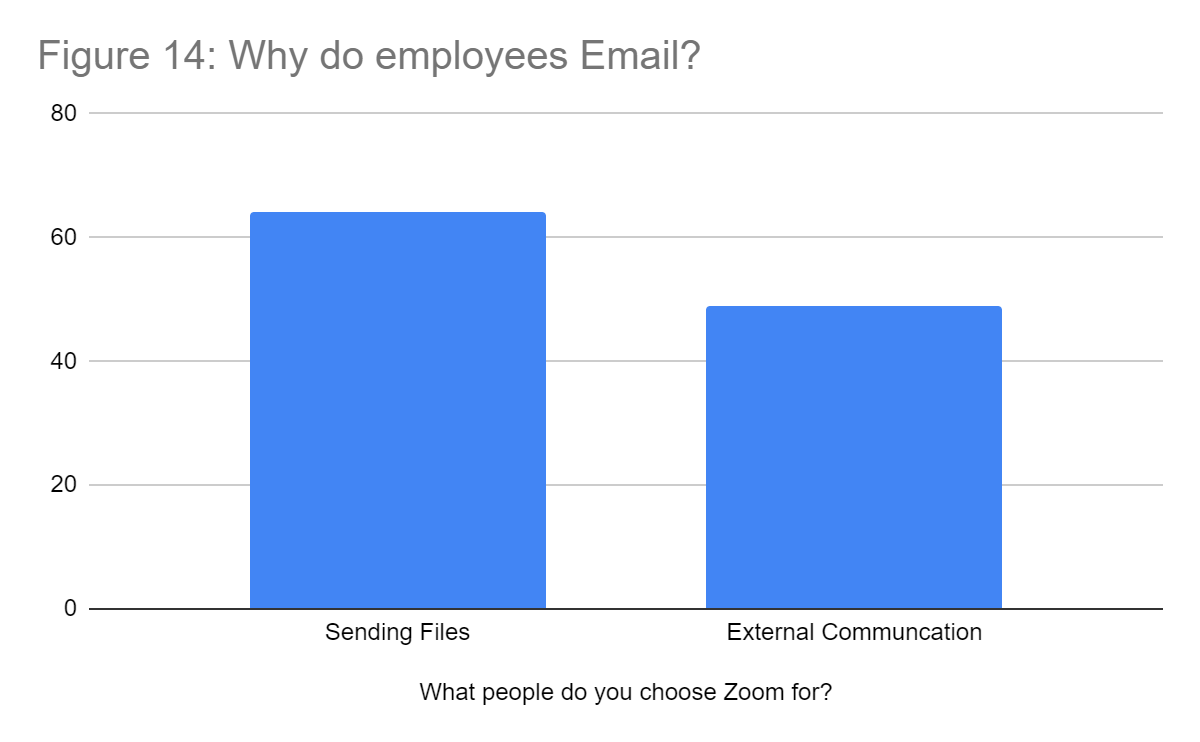


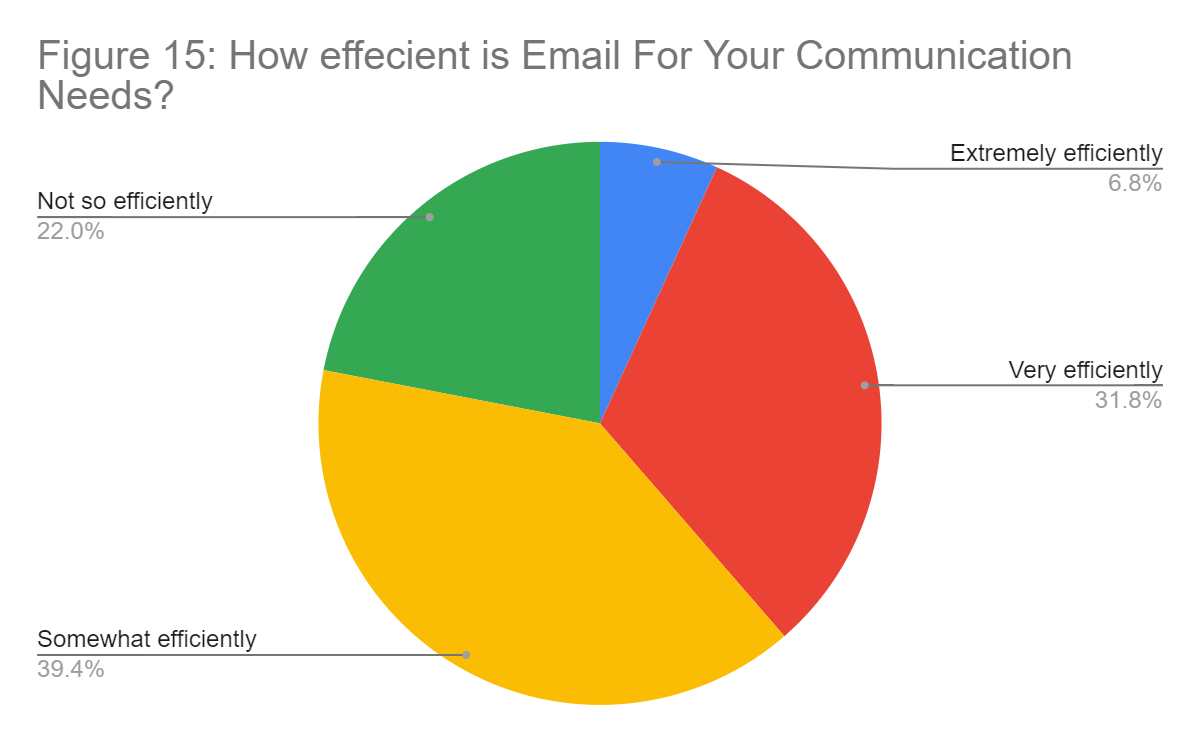


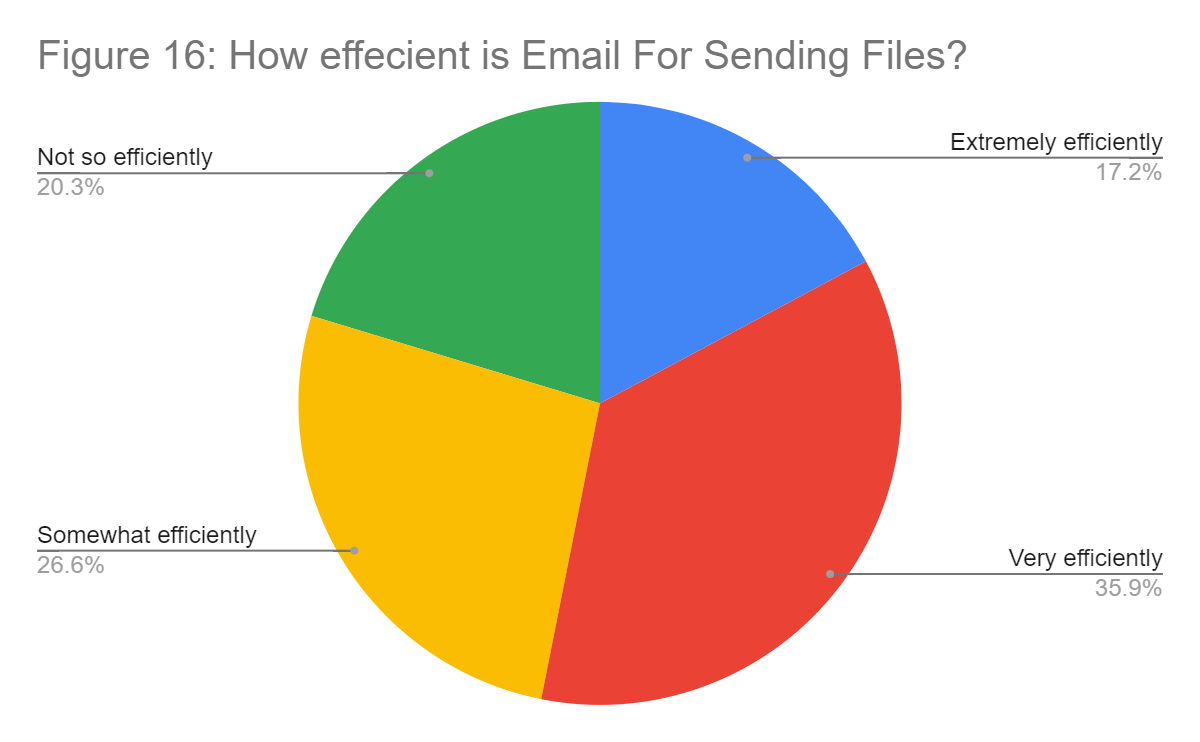


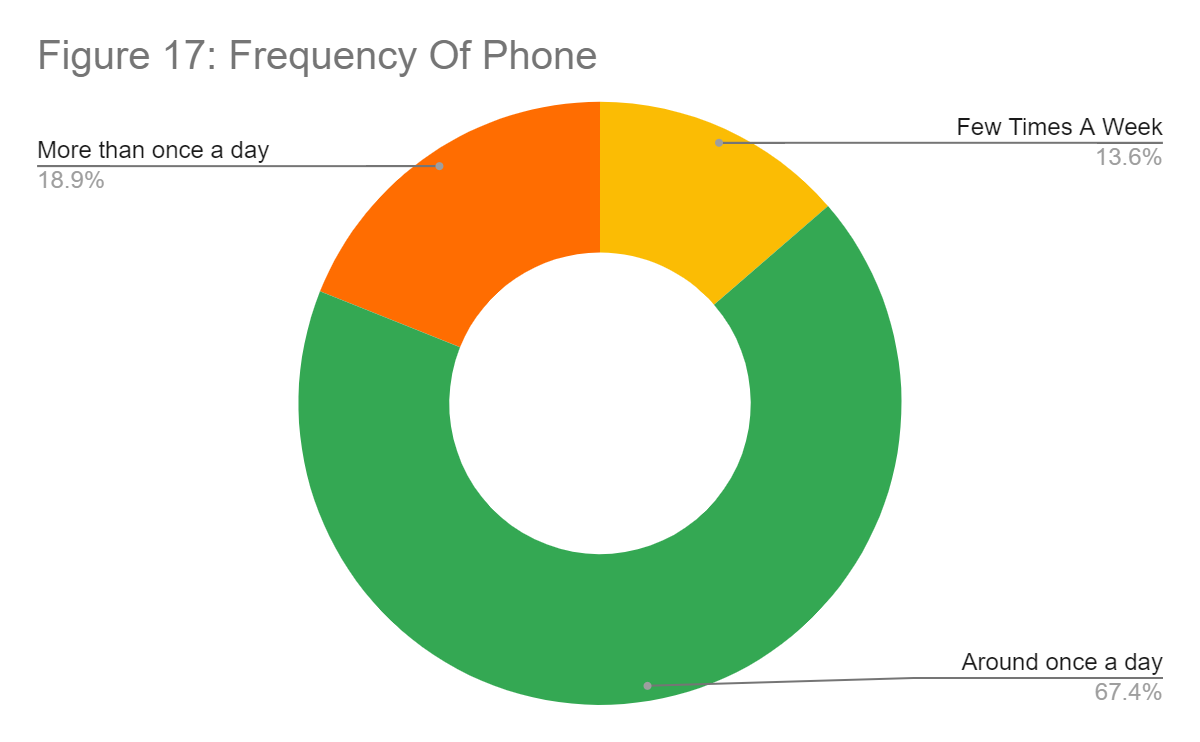


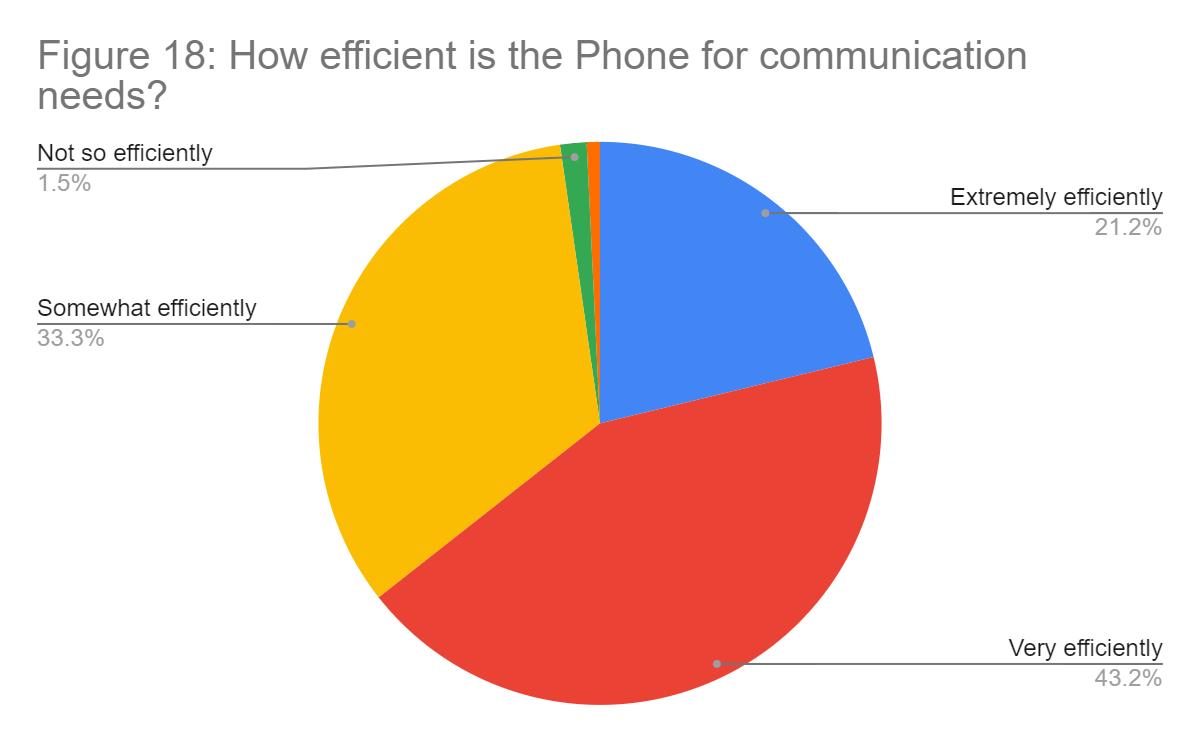


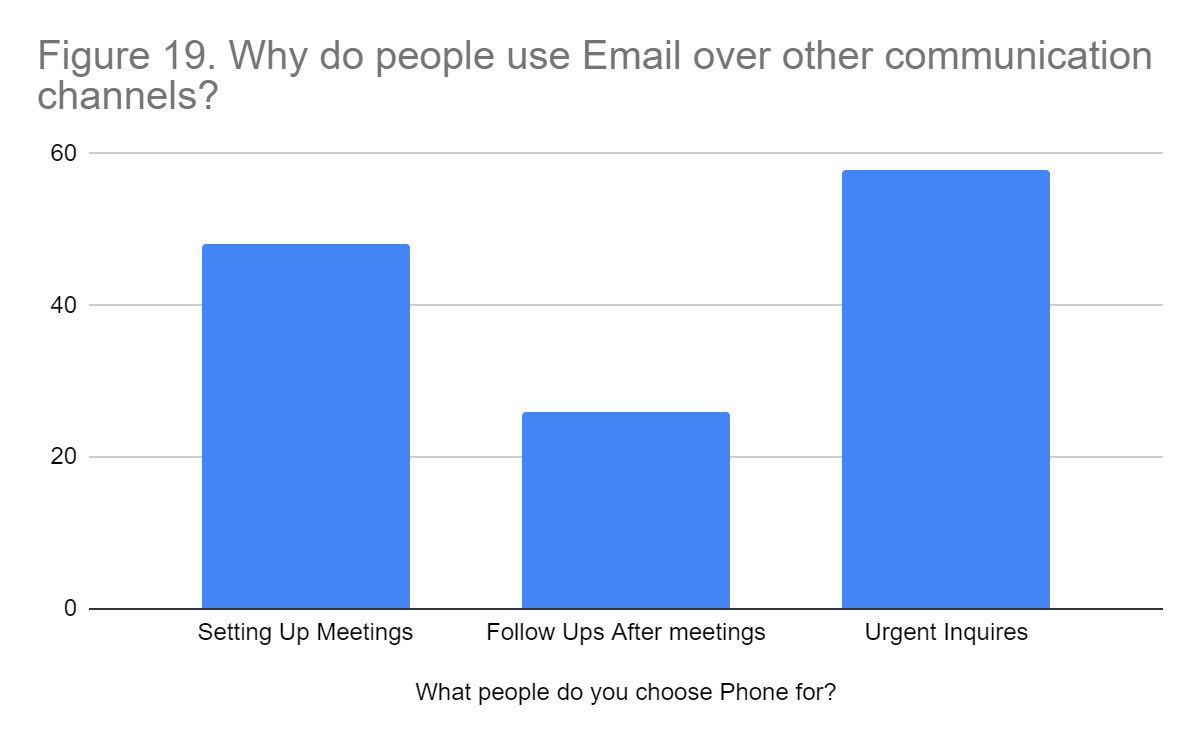


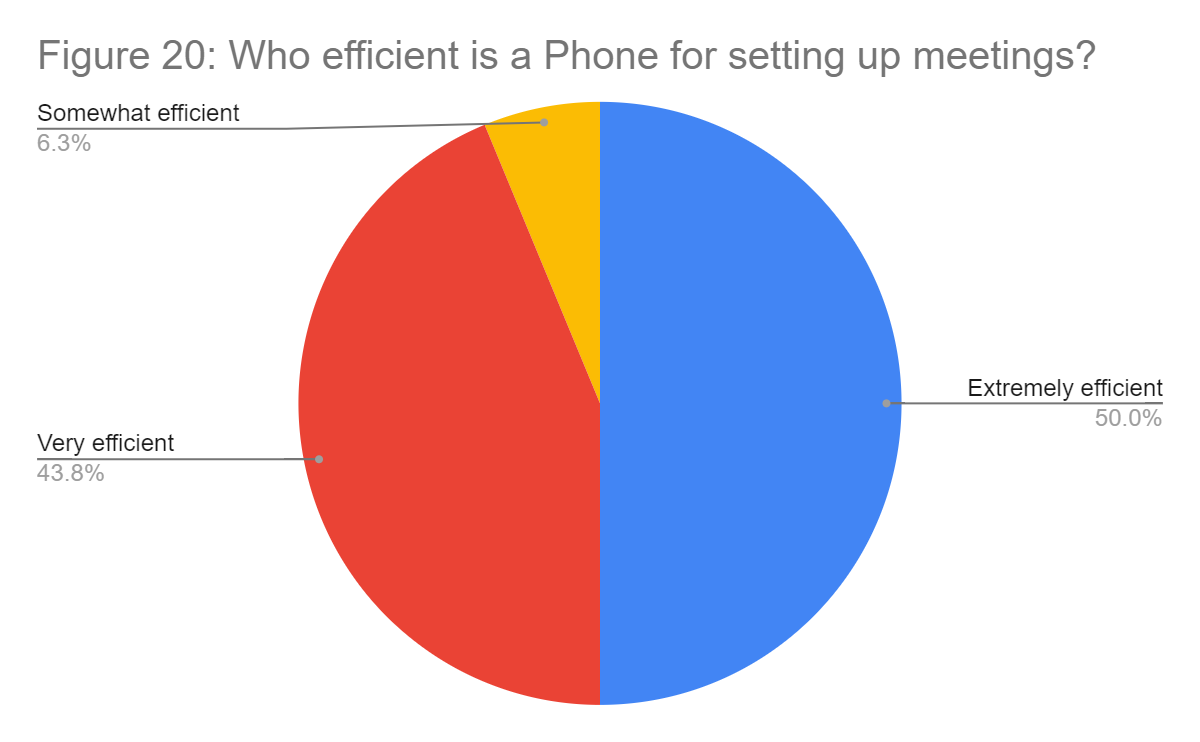


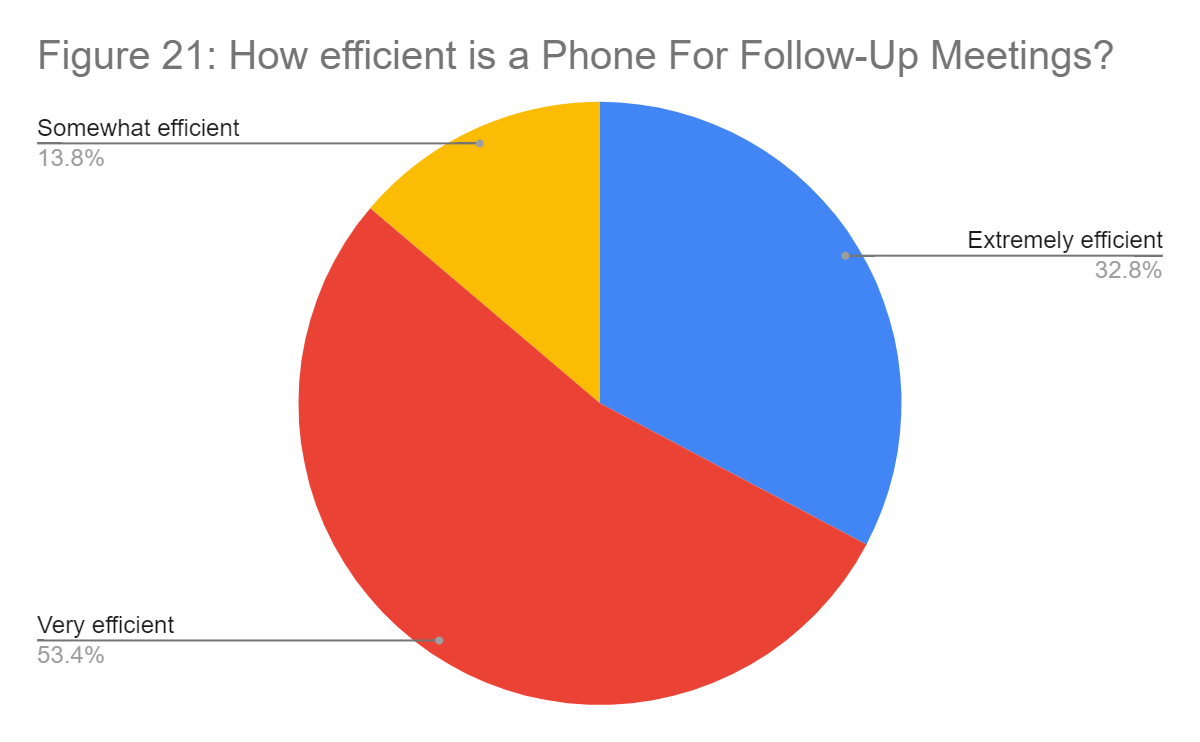


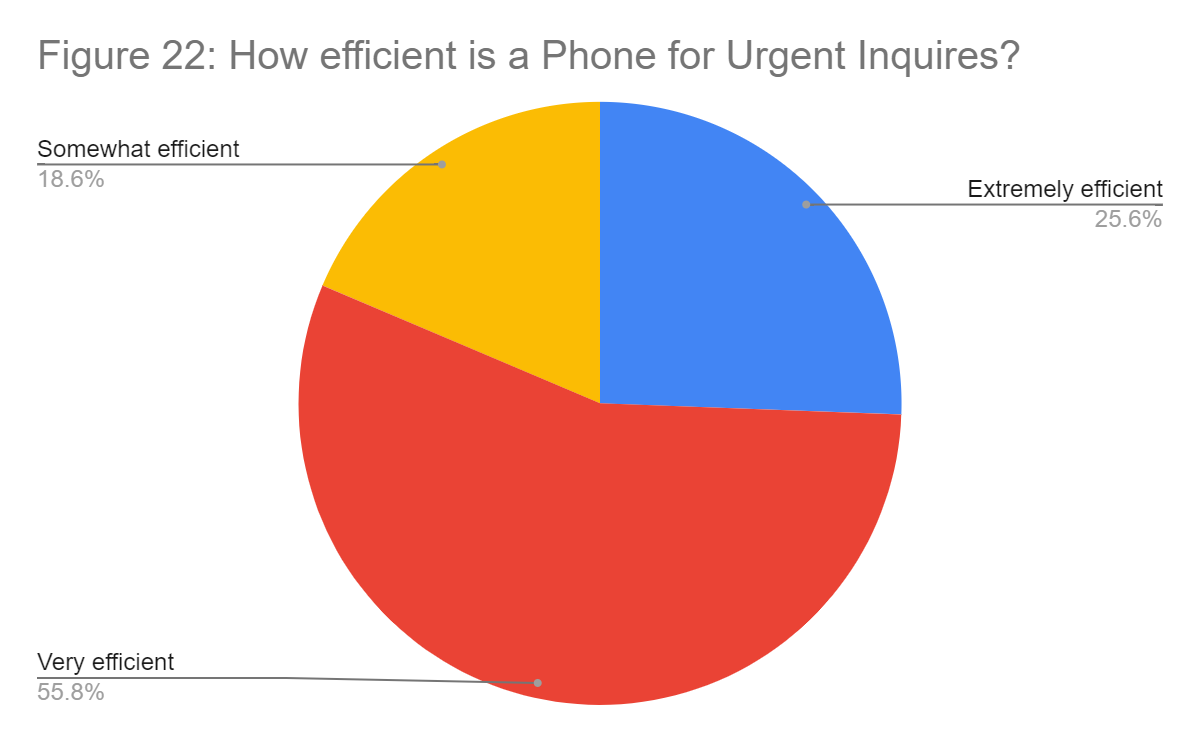


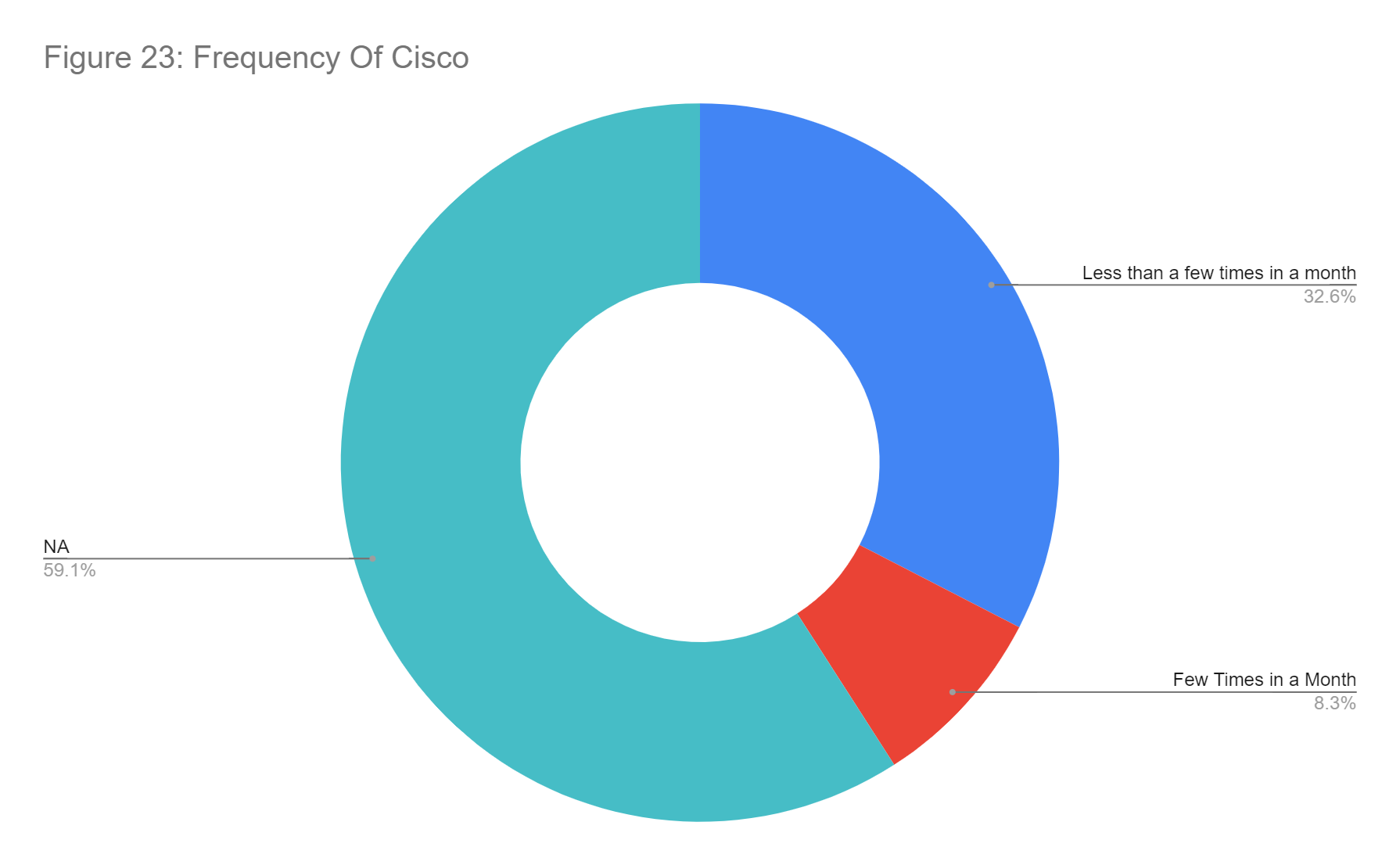


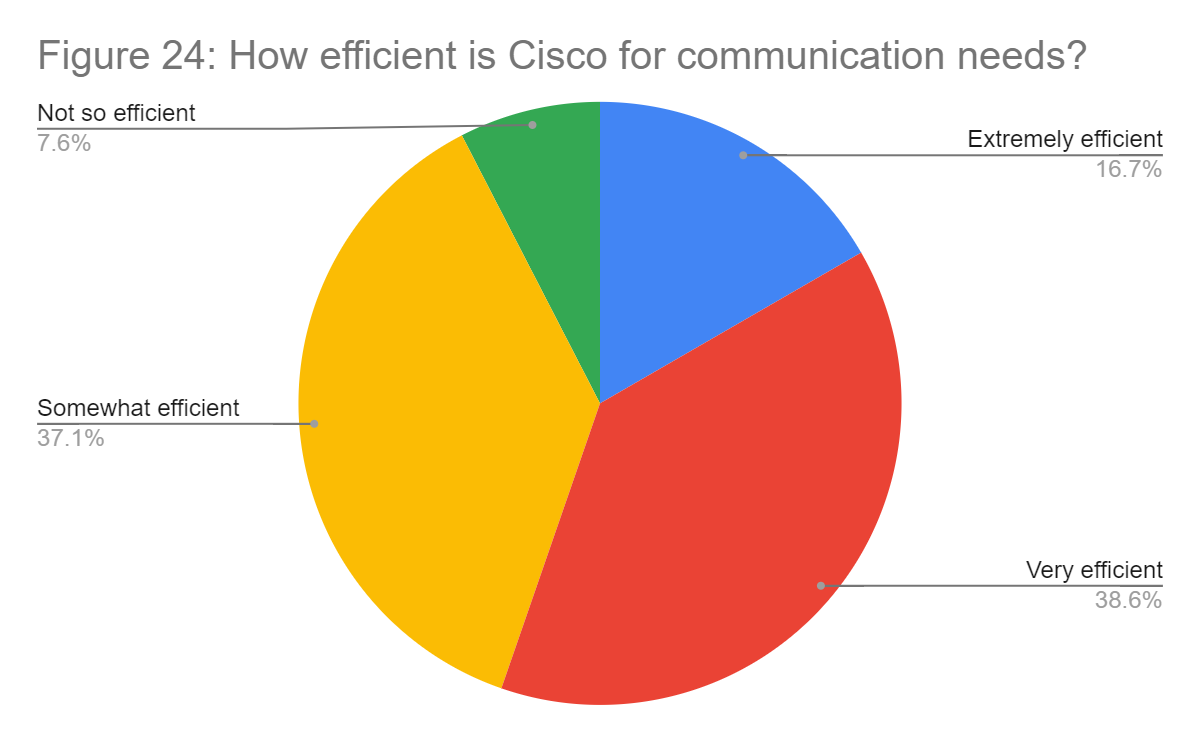


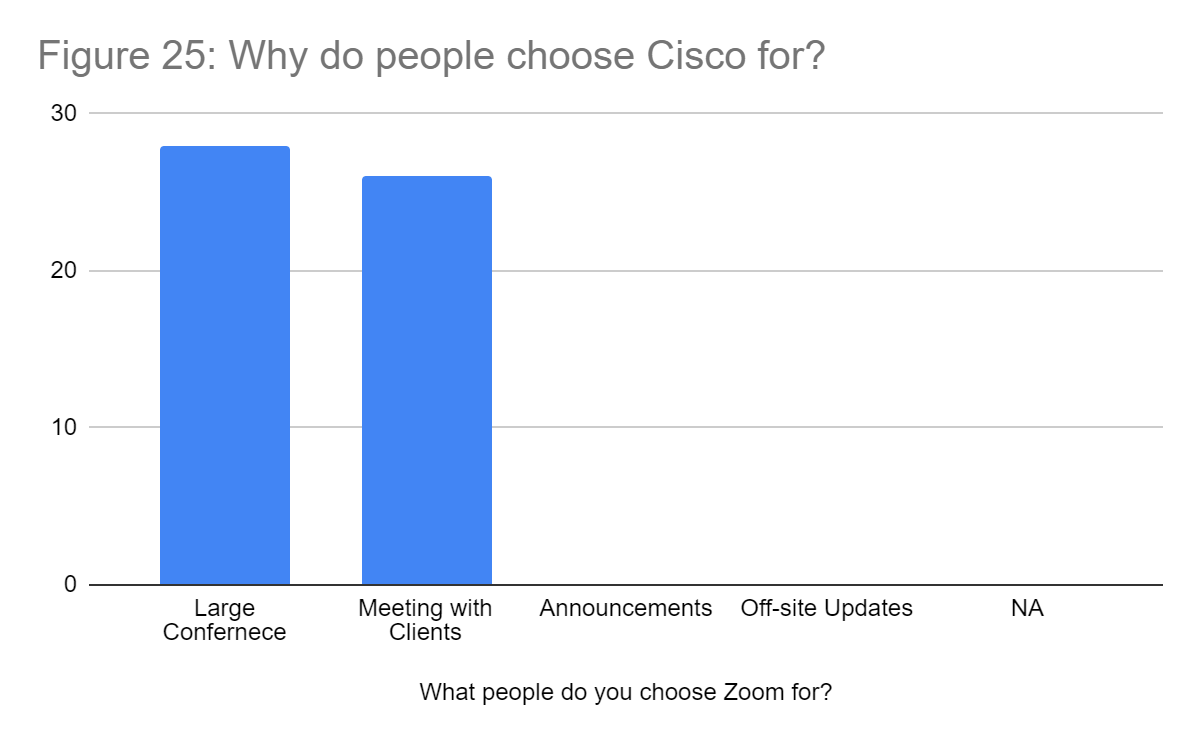
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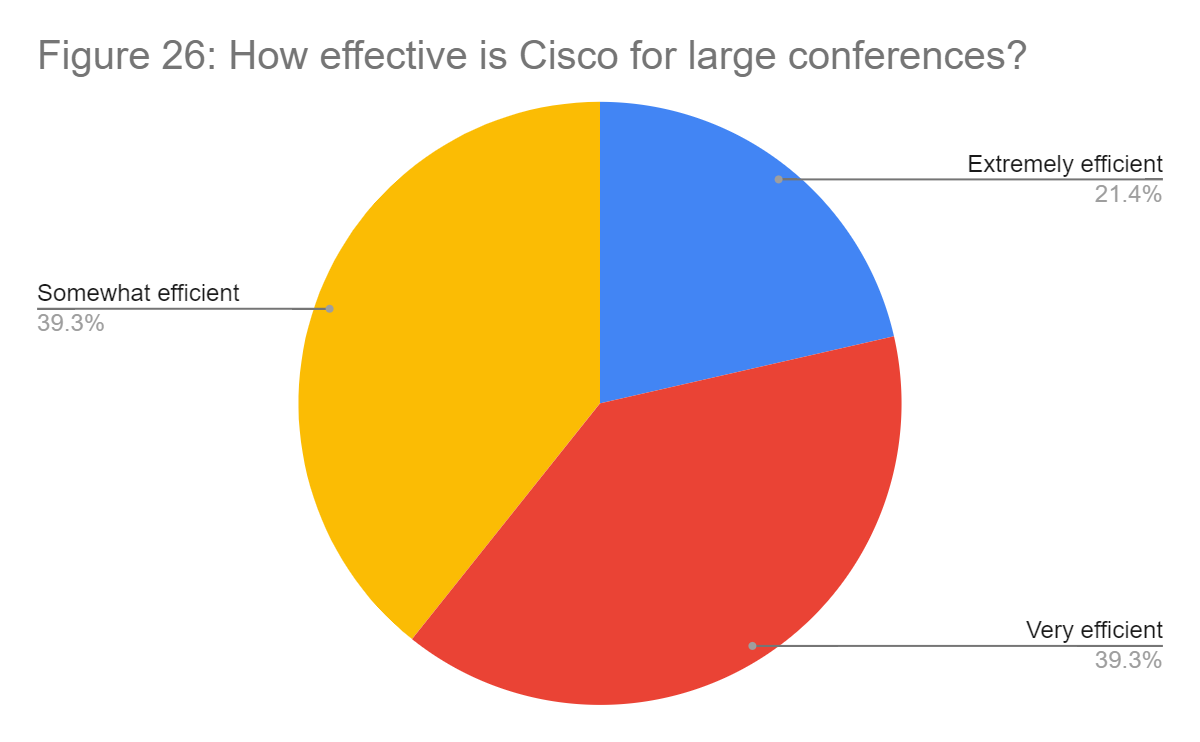
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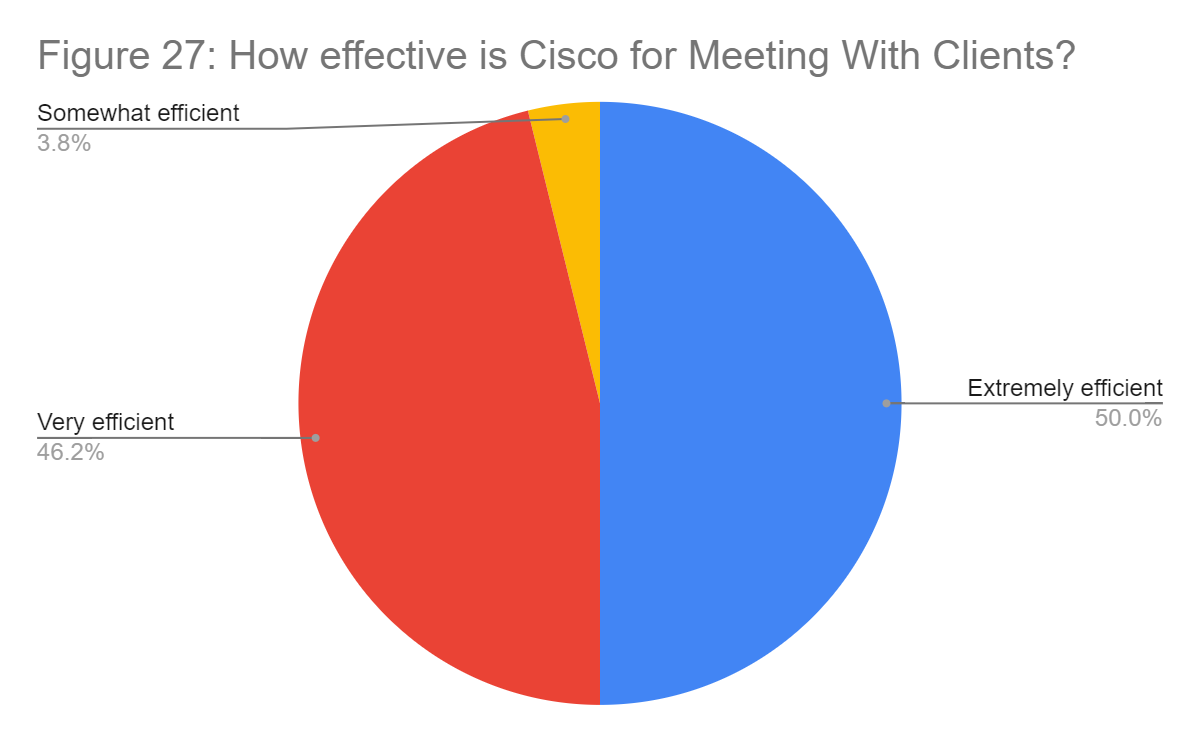
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