

Letter Of Transmittal

304, Meridian,
Manpada, Thane West
Mumbai

August 17, 2020

Philip Mathew, Head Tec port
ACC LTD, Mumbai

Dear Mr. Mathew,

Please find enclosed the report on Streamlining direct internal communication channels for ACC Mumbai Head Office. I have acquired knowledge about the various intricacies of communication channels. I believe my suggestions will help the company gain insight into an employee's perspective on direct communication channels and streamline them as well. I would like to thank you for your cooperation and support.

Although Enterprise Planning communicates a variety of information resources such as SAP and other software such as McLaren Software, we were not able to include them in the report. These omitted technologies might limit the utility of this report, but I still believe it adds significant value.

Due to a high number of participants in the survey, we were able to get a lot of data points. There were a lot of different opinions about different communication channels; however, specific trends stood out. I have summarized them in the "Summary and Interpretation of Findings." I have written the objective enumeration of the data within the data finding section. The abstract and conclusion suggest some recommendations.

It was a pleasure working in collaboration with ACC. Please feel free to ask me any questions me on my phone +918130245184 and email at siddhero97@gmail.com.

Sincerely,

A handwritten signature in black ink that reads "Siddhartha". The letters are cursive and slightly slanted to the right.

Siddhartha Gupta

Streamlining direct internal communication channels for ACC Mumbai Head Office

Streamlining direct internal communication channels for ACC Mumbai Head Office

For
Philip Mathew, Head Tech Department
ACC LTD, Mumbai

By
Siddhartha Gupta
English 301 student

August 1st, 2020

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Abstract

ACC has a wide variety of communication channels. These help to serve the various communication needs. Zoom and Cisco are frequently used for group calls and video conferencing. WhatsApp is used for direct messages. The phone is used for impromptu calls. However, not all of them serve their purpose effectively. Furthermore, having multiple communication channels brings forth a series of problems regarding efficiency, effectiveness and security. As a result of the Corona epidemic, a massive proportion of employees are made to work from home. The efficiency with regards to the communication channels has now become more critical than ever.

There exist severe disparities between efficiency ratings of general communication and purpose specific-efficiency ratings, showing that employees overestimate the effectiveness of a communication channel.

Various communication channels are studied with the help of surveys and interviews. Formulated on the data gathered, the following are the recommendations:

- Creating a single application designed in-house that would draw the benefits of all current communication channels such as:
 - White Board feature
 - Text message
 - Screen Sharing

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 that can be extremely addictive and interfere with productivity. Furthermore, it's dependent on 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 this 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 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 an 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 information. ACC should aim to avoid poor communication in order. Effective communication can lead to a 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 synthesize 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 the daily workflow 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 the interference of personal and work communication impacted the speed and quality of the office work?
- To what extent are the 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?

Data Collection

I. Zoom

a. 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. This demonstrates that Zoom is a communication channel used frequently.

b. 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.”

c. 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**).

II. WhatsApp

a. 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.

b. 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.”

c. 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**)

III. Gmail

a. 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.

b. 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.”

c. 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**).

IV. Phone

a. 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.

b. 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.”

c. 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**)

V. Cisco

a. 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.

b. 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.”

c. 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 useful 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, and most people use email for this purpose in the company. Employees said the Phone was generally efficient and for their specific purposes also very useful.

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:

- A unifying app in-house could be created.
 - Group video and voice call features inspired by Zoom: A group in which multiple people are involved in calling. All members have the opportunity to participate and contribute, through either their video or voice.
 - White Board feature inspired by Zoom: A white-board allows people to work on a document or on a screen together. It also allows them to draw sketches.
 - File Transfer inspired by Zoom: Zoom has an excellent File Transfer system. This system allows an individual to transfer files to other people.
 - Vote inspired by Zoom: Zoom has voting features. These can be used to gauge audience engagement. Asking questions during a meeting or after a meeting allows for; audience engagement.,
 - Screen Sharing inspired by Zoom: Screen sharing allows users to easily share what they are working on and edit their documents together.

Streamlining direct internal communication channels for ACC Mumbai Head Office

- Direct Message inspired by WhatsApp: Users should be able to message each other directly. Such messages allow users to communicate with each other on a personal level.
- Encryption: Personal messages and communication should be encrypted to prevent work-related communication from being shared with those not in the company.
- Voice Message inspired by WhatsApp: Users should be able to voice messages to each other. Voice Messages allow for a more personal touch. Furthermore, more can be communicated through Voice. This is especially important for
- Text Message with Phone: Users should be allowed to send text messages by phone. Text Messages have a higher range than the Internet, especially in developing countries such as India.
- Phone Call with Phone.: Users should be allowed to call by phone. They have a higher range than the Internet.
- Channels: Most upcoming Applications have streams where one can communicate with a subset of larger groups. Slack and Discord are being used by more and more companies. This is a feature that one should look at.
- Not Linked Directly To Phone: One of the most significant risks by WhatsApp is data leakage. This happens because an account is connected directly to the phone.
- Available on; Web, Desktop, iPhone and Android
 - It is important that applications can be accessed through multiple platforms. People use different systems. We tend to use smart-phone a lot for communication. However, if it is not always the safest system, prone to privacy hacks and invasions, ideally, I would like to encourage employees to use computers rather than phones for communication; however, this is out of the scope for this report.
- Cloud platforms such as Google Drive to better improve document sharing and updating could be purchased.

Figures

Figure 1-4

Figure 1: Why do employees Choose Zoom?

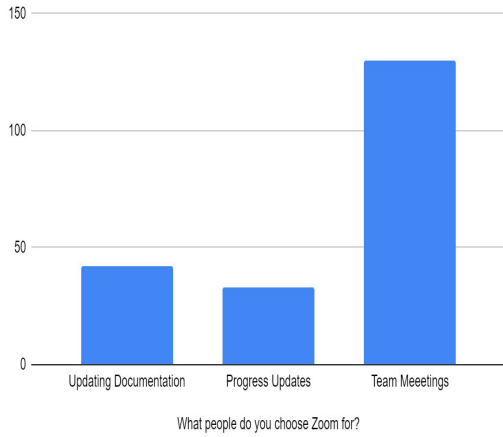


Figure 2: Frequency of Zoom Usage

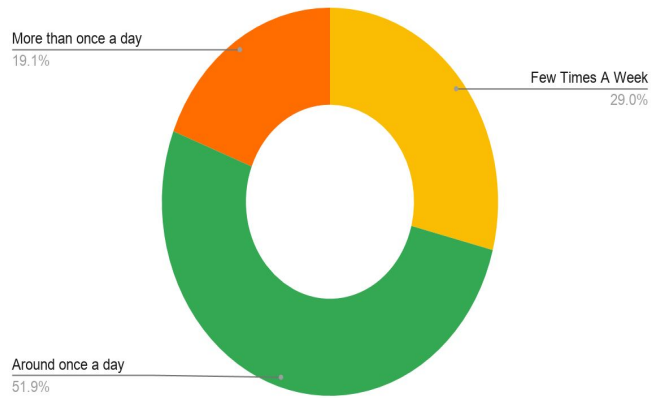


Figure 3: How efficient is it at meeting your specific communication needs?

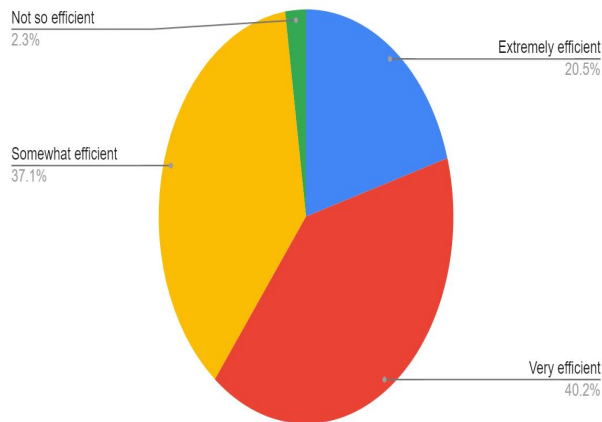


Figure 4: How efficient is Zoom for Team-Meetings?

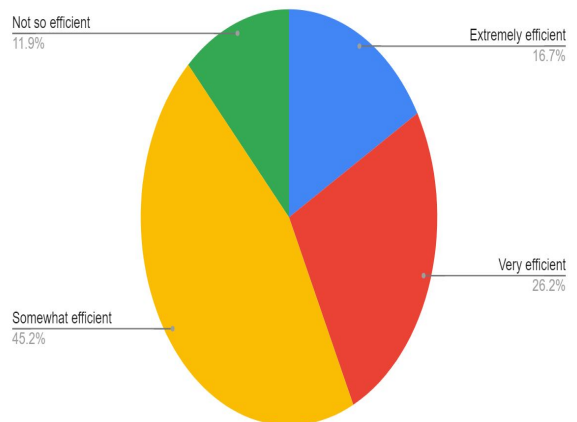


Figure 5-10

Figure 5: How efficient is Zoom at meeting your Progress Updates?

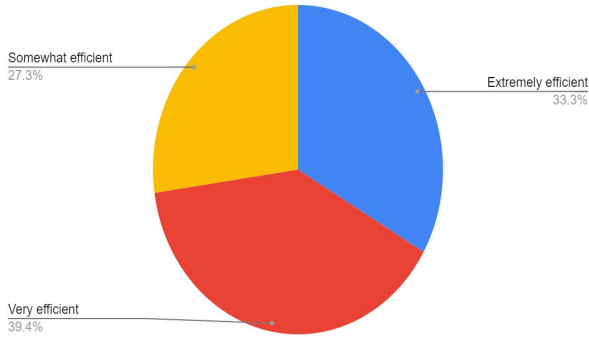


Figure 6: How efficient is Zoom for Updating Documentation?

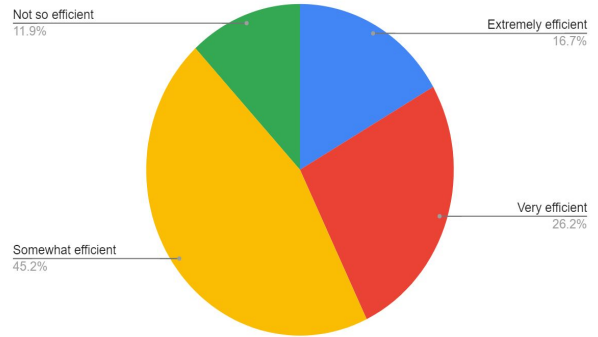


Figure 7: Frequency Of WhatsApp Usage

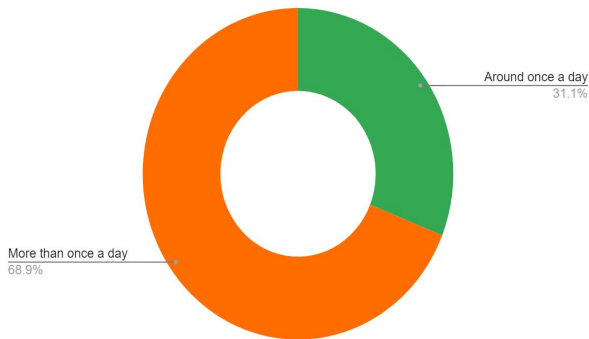


Figure 8: What do employees choose WhatsApp for?

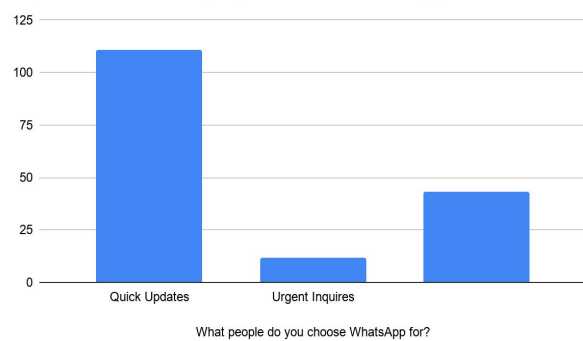


Figure 9: Efficiency of Whats App

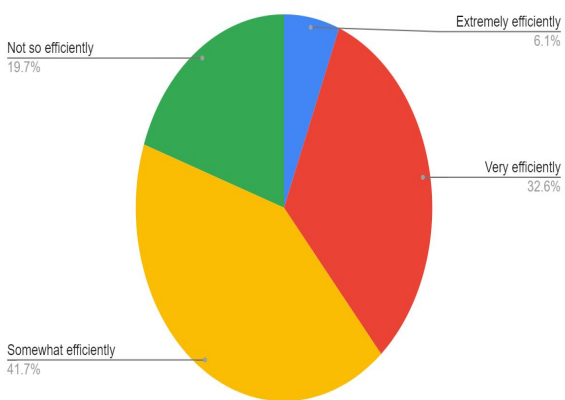


Figure 10: Efficiency of WhatsApp With Regards To Quick Updates

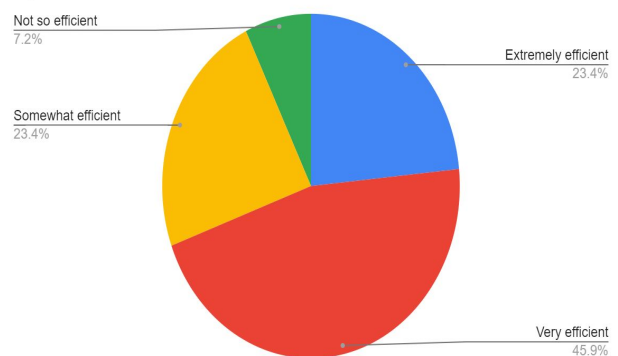


Figure 11-16

Figure 11: How efficient is WhatsApp for Quick Inquiries?

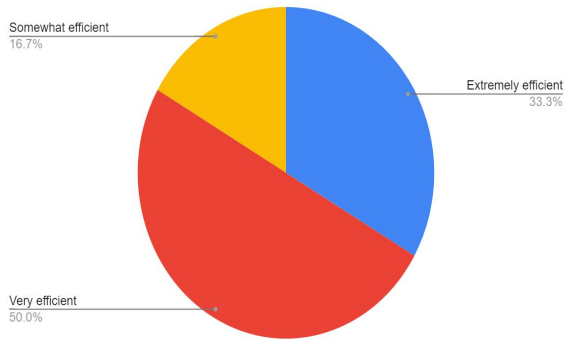


Figure 12: How efficient is WhatsApp for Offsite Updates?

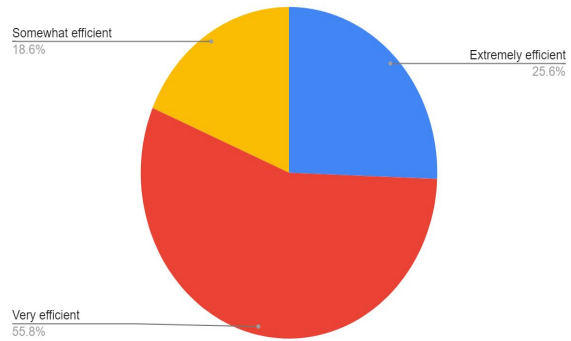


Figure 13: Frequency of Email Message

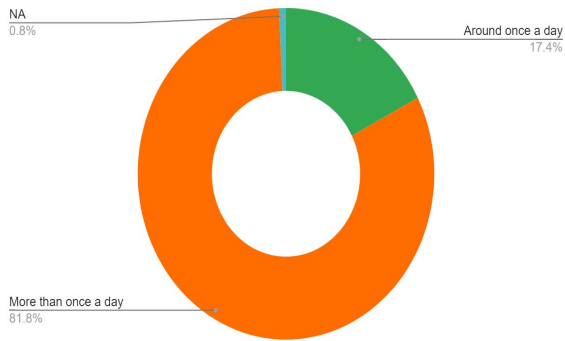


Figure 14: Why do employees Email?

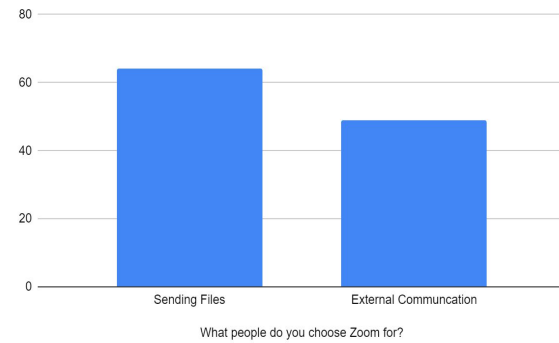


Figure 15: How efficient is Email For Your Communication Needs?

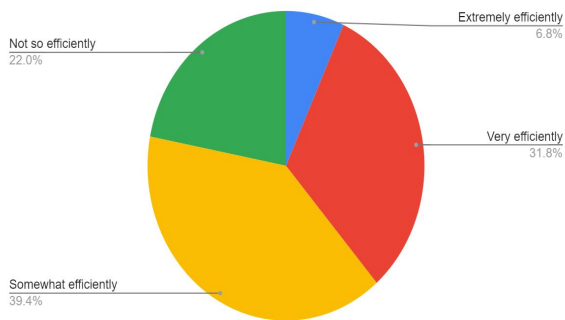


Figure 16: How efficient is Email For Sending Files?

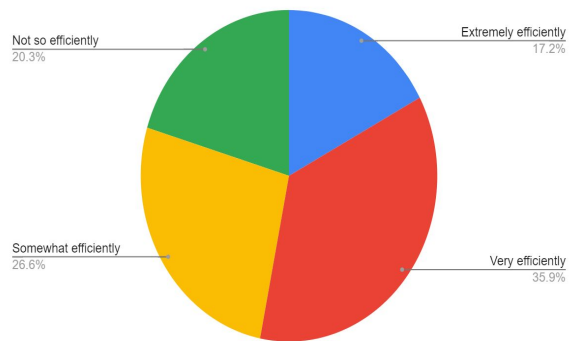


Figure 17-23

Figure 17: Frequency Of Phone

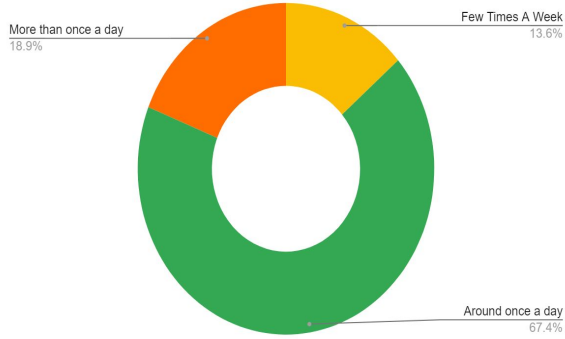


Figure 18: How efficient is the Phone for communication needs?

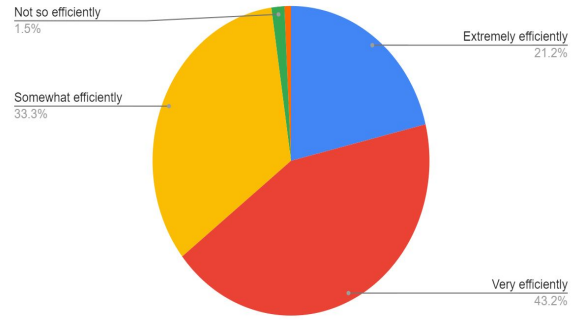


Figure 19: Why do people use Email over other communication channels?

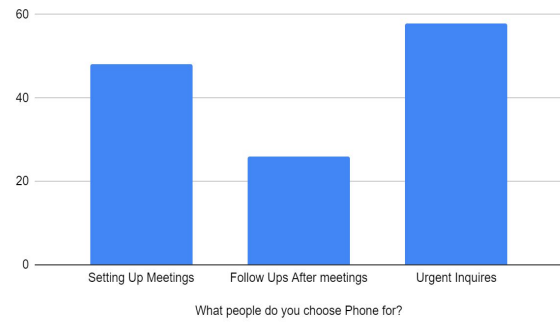


Figure 20: Who efficient is a Phone for setting up meetings?

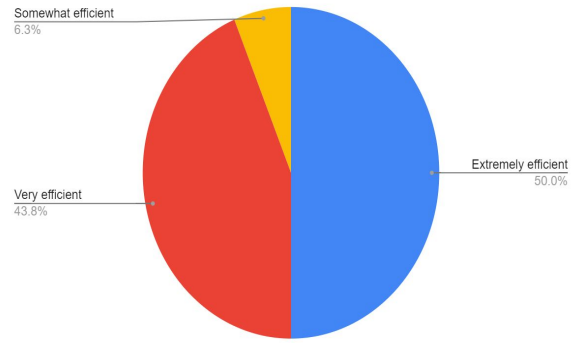


Figure 22: How efficient is a Phone for Urgent Inquires?

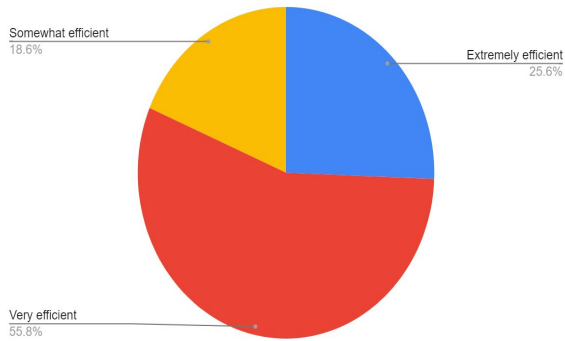


Figure 23: Frequency Of Cisco

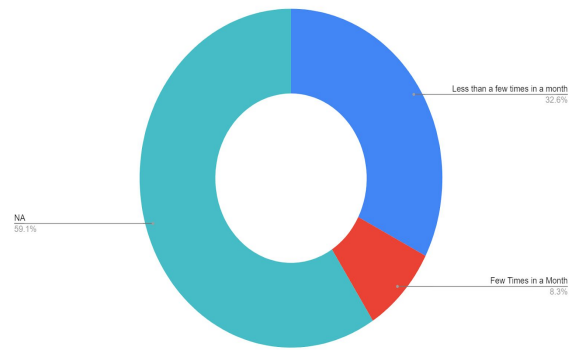


Figure 24-27

Figure 24: How efficient is Cisco for communication needs?

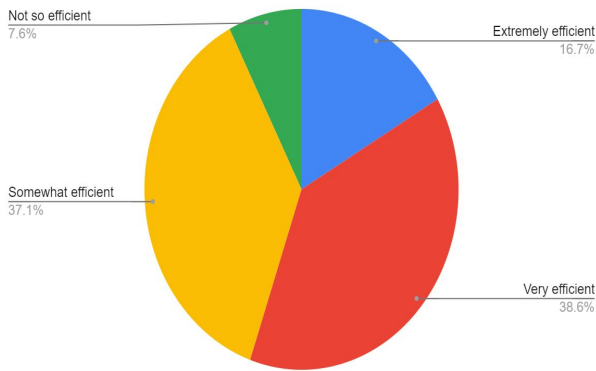


Figure 25: Why do people choose Cisco for?

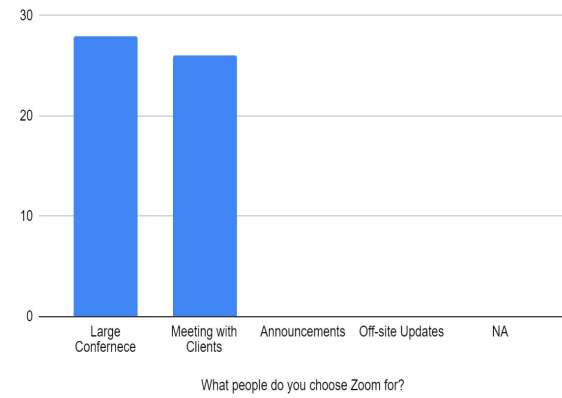


Figure 26: How effective is Cisco for large conferences?

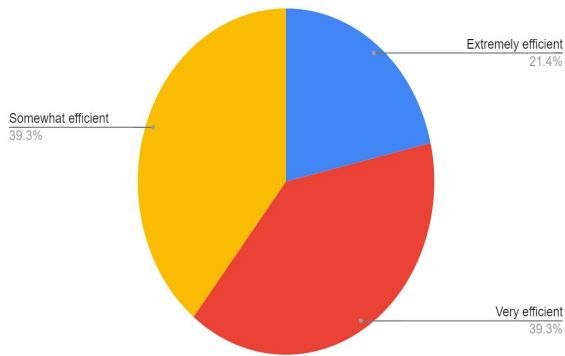


Figure 27: How effective is Cisco for Meeting With Clients?

