

Chapter 2

Improving Communication with Internal Public and Customers of an Industrial Company: A Major Challenge along Supply Chain

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ABSTRACT

The present chapter deals with an important topic, namely communication with its internal public and its customers by improving internal processes like recruitment, selection, motivation and development of an industrial company along supply chain management. We analyse this relationship taking into account that having talented employees the company will be able to attract new customers, maintain the old ones and satisfy their needs, that organizations must face the continual changes from the external environment, and that factors like globalization, liberalization, new technologies, and market opening have a major impact on organizational performance, on the human factor and on customers. As a strategic performance-generating factor in obtaining competitive advantage along supply chain, human factor is analysed describing issues like: communication, recruiting, attracting, retaining, motivating, developing employees under the impact of new technologies in order to obtain performance along supply chain.

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INTRODUCTION

The general purpose of this chapter is to show the important role of communication with its internal public and its customers of companies from industry area, taking into account the continuous change of environment, of supply chain management, of markets, of competition and of human capital behaviour. So, business communicators become important for many reasons: to communicate effectively, to act strategically, to make effective and ethical decisions, to use new technology in order to meet business goals and customers needs, to cultivate trust and credibility among employees and other stakeholders, to embrace diversity, to build strong relations and strategic alliances along supply chain, and to implement best practices.

The main objectives of this chapter are:

- To show that communication with customers suppose developing a strong supply chain relationship based on attracting and developing the best employees in order to know the customers' needs and to satisfy them better, faster, and cheaper.
- To show that attracting and maintaining high-quality employees, the industrial organizations will obtain those unique technical skills, economical competences, behaviours and attitudes, using the competition principles and being aware of the industrial consumer's profile.
- To show that motivating the employees organizations is offering a clear vision, training for achieving individual and organizational performances, developing their team work spirit.
- To show that improving internal communication will be avoided redundant flows, encouraged creativity, harboured conviviality, decreased the number of conflicts and implemented some efficient plans for monitoring and measuring the causes, for rewarding employees' positive behaviours and creating a positive image in the internal and external environment of the industrial organization.
- To show that using new internal practices and new technologies the industrial organizations will obtain performance and satisfy customers' needs.
- To show that using simulation and modelling technics organizations will may predict risks and benefits for employees, for customers and also for organization.

Also, we shall analyze several tendencies present in the organizational culture, in the area of industrial communication on the labour market, which influence the future evolution of the development of communication management and the human capital contribution to obtaining performance and creativity.

BACKGROUND

A major challenge in supply chain management is developing and maintaining information and communication systems. This means more than implementing information technology, means: making strategic plans, customer and supplier evaluation, developing joint objectives or project review (Lambert, 2008,

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