

4) Telephone communication :-

Telephone communication is one of the most important forms of communication within the company. Although today its use is being replaced by other forms of communication (such as email), phone use is one of the most common means by which to material both internal and external communication.

It is very important in business because it is the medium through which the first contact with, or from the company is made. So, before any personal contact, the usual thing is to make a phone call to arrange an interview or to specify any matter or topic. The interviewer at the other end of the line will form an idea about the company depending on the impression after this first telephone contact.