



# E-LEARNING

Level 3



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## WA3: Communication and Marketing

### 3.3 Build and improve working relationships: Part B

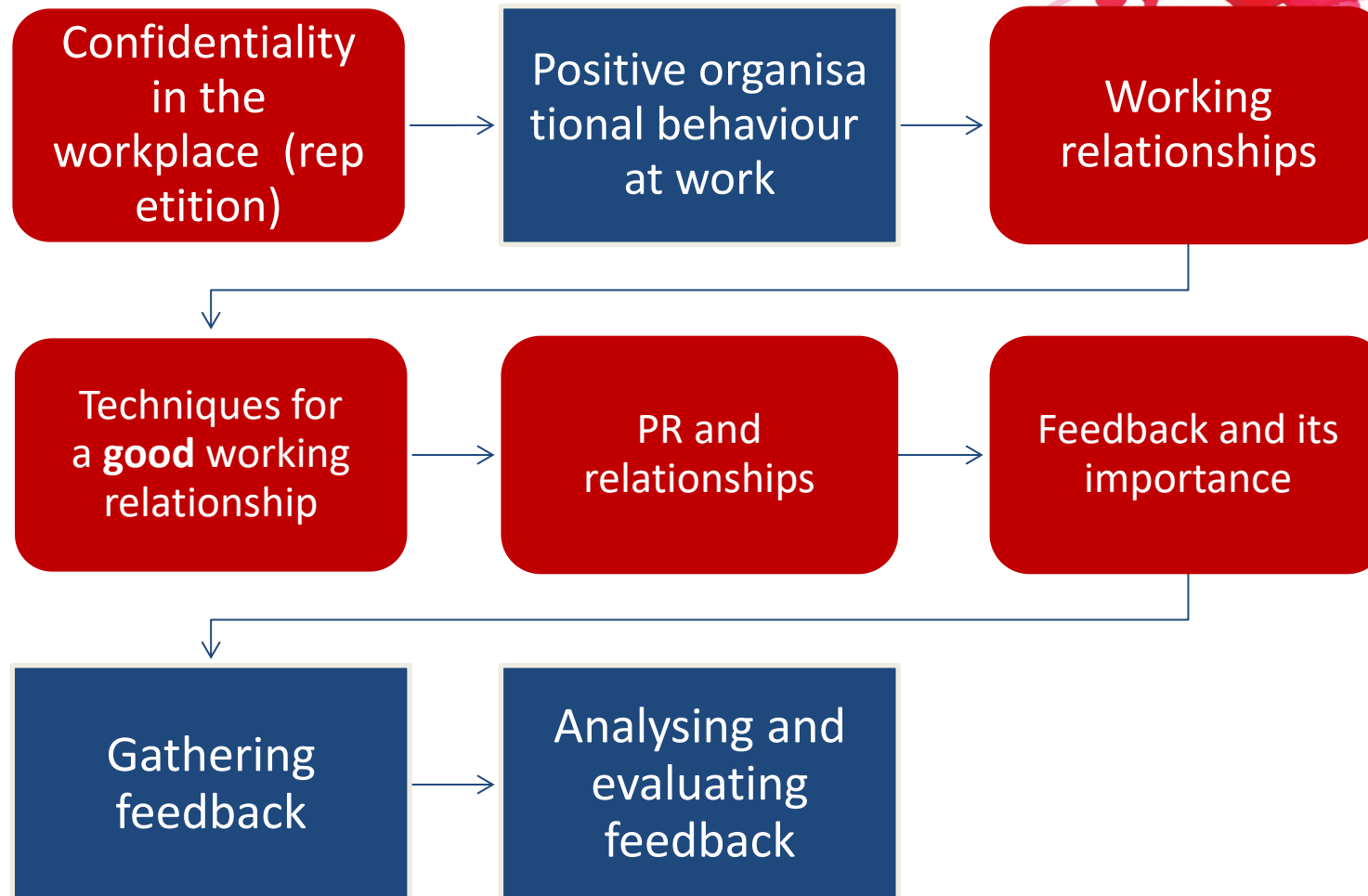
**LO3.10 Demonstrate ability to build positive working relationships with customers, suppliers and other stakeholders as well as within the organisation using the key principles of good working relationships**

**LO3.11 Analyse and evaluate feedback from customers, suppliers and other stakeholders as well as from employees of the organisation.**

**LO3.12 Evaluate key principles of good working relationships agreed and applied within the organisation and recommend improvements that will enhance the interaction between the organisation and its external environment.**



# Route Map





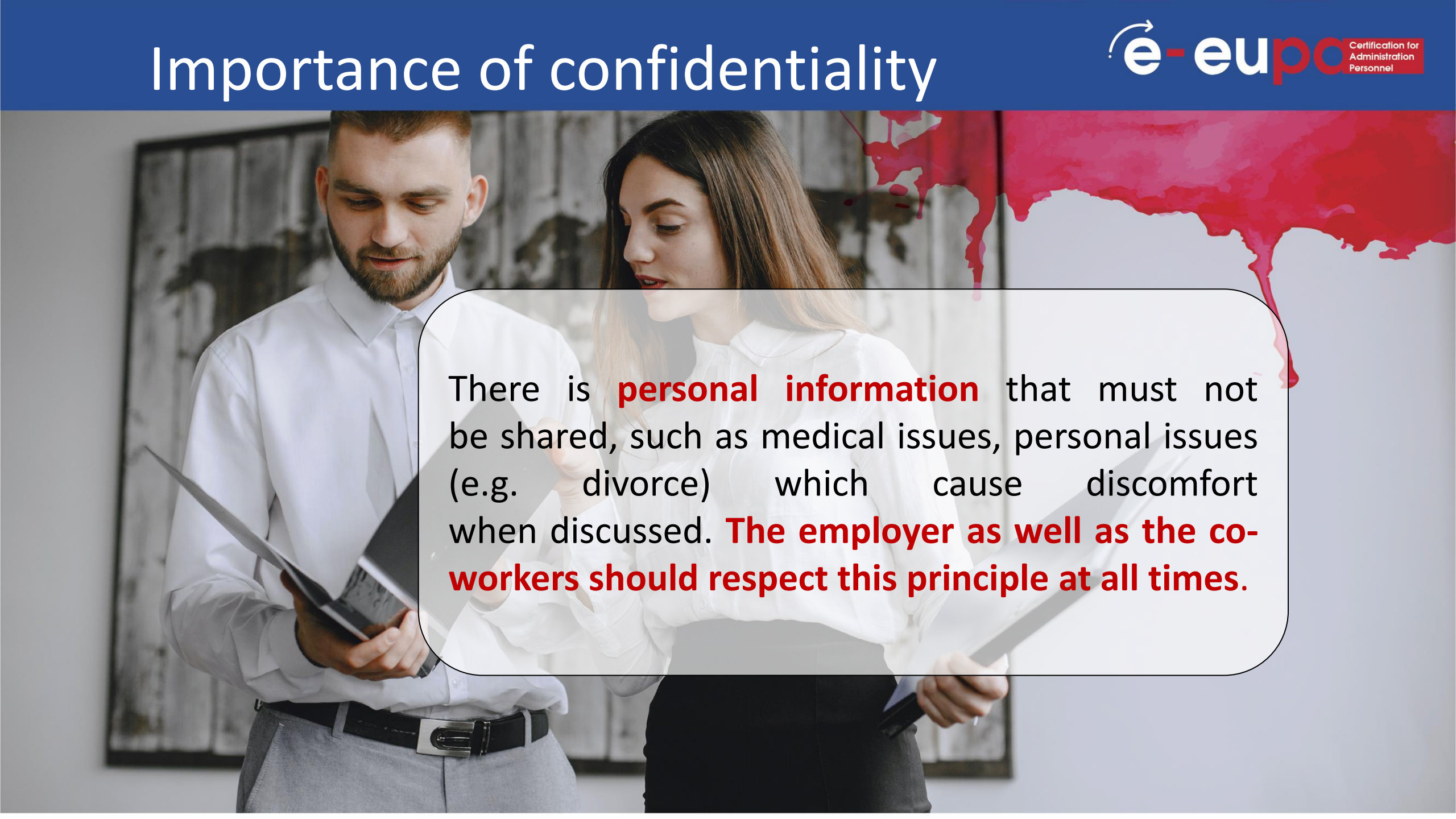
# Confidentiality in the workplace

## Definition

- Keeping client and business information private
- Treating all the information you come across as confidential
- What you see and hear in the workplace stays at work. No information can be told to anyone outside the workplace
- Accessing files only if given permission. No confidential material or files can leave a business.
- Not discussing business dealings outside the place of work.

**Legal action may be taken against a person or organisation that reveals client and business information.**

# Importance of confidentiality



There is **personal information** that must not be shared, such as medical issues, personal issues (e.g. divorce) which cause discomfort when discussed. **The employer as well as the co-workers should respect this principle at all times.**



# Importance of confidentiality in our job



## **The personal assistant will often come across confidential information**

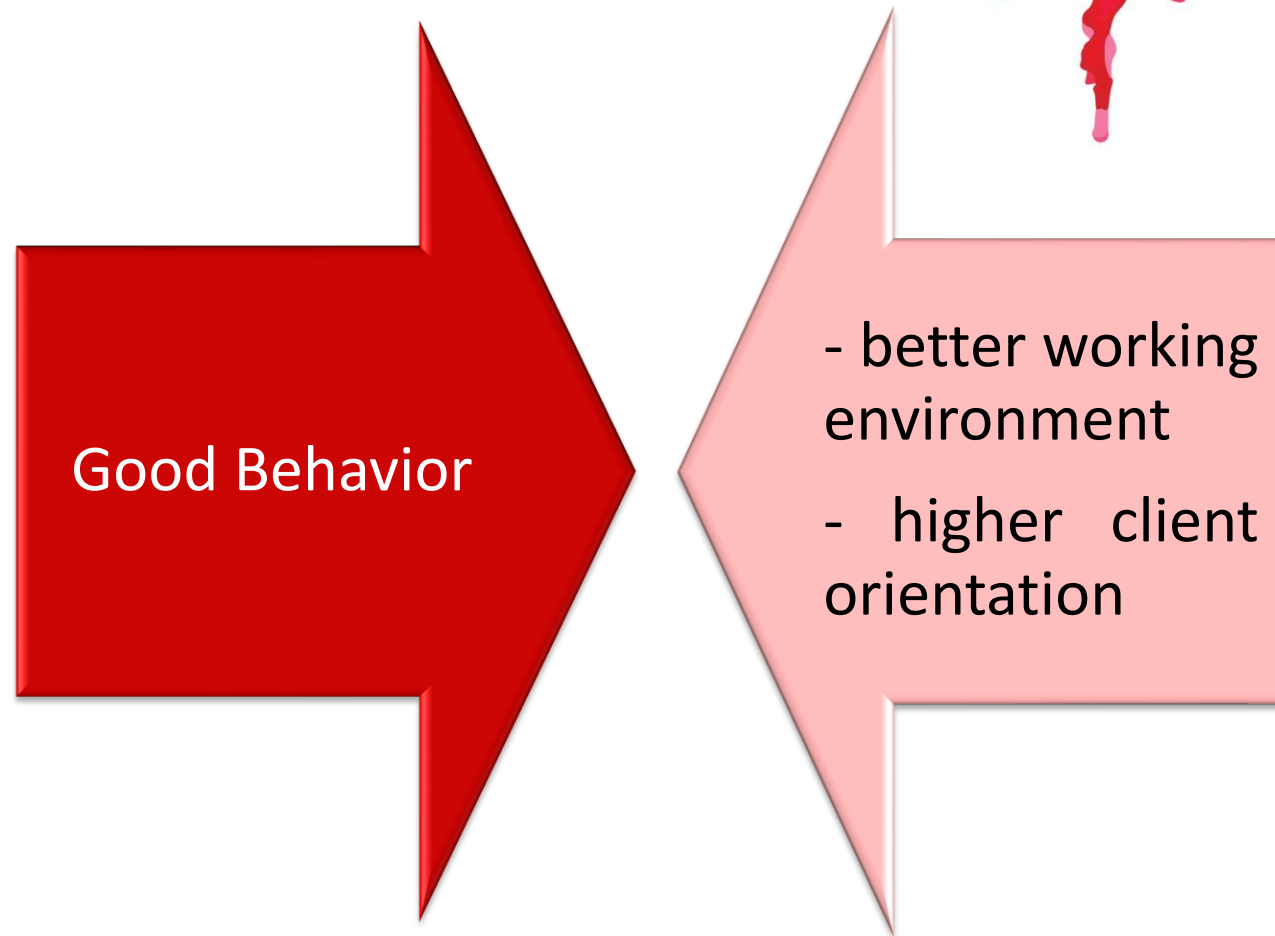
- Related to the rest of the employees
- Related to the manager himself/ herself

## **To be on the safe side**

- You should NEVER disclose any information to anybody unless it is absolutely necessary for your work or their work.
- If you are not sure JUST ASK!

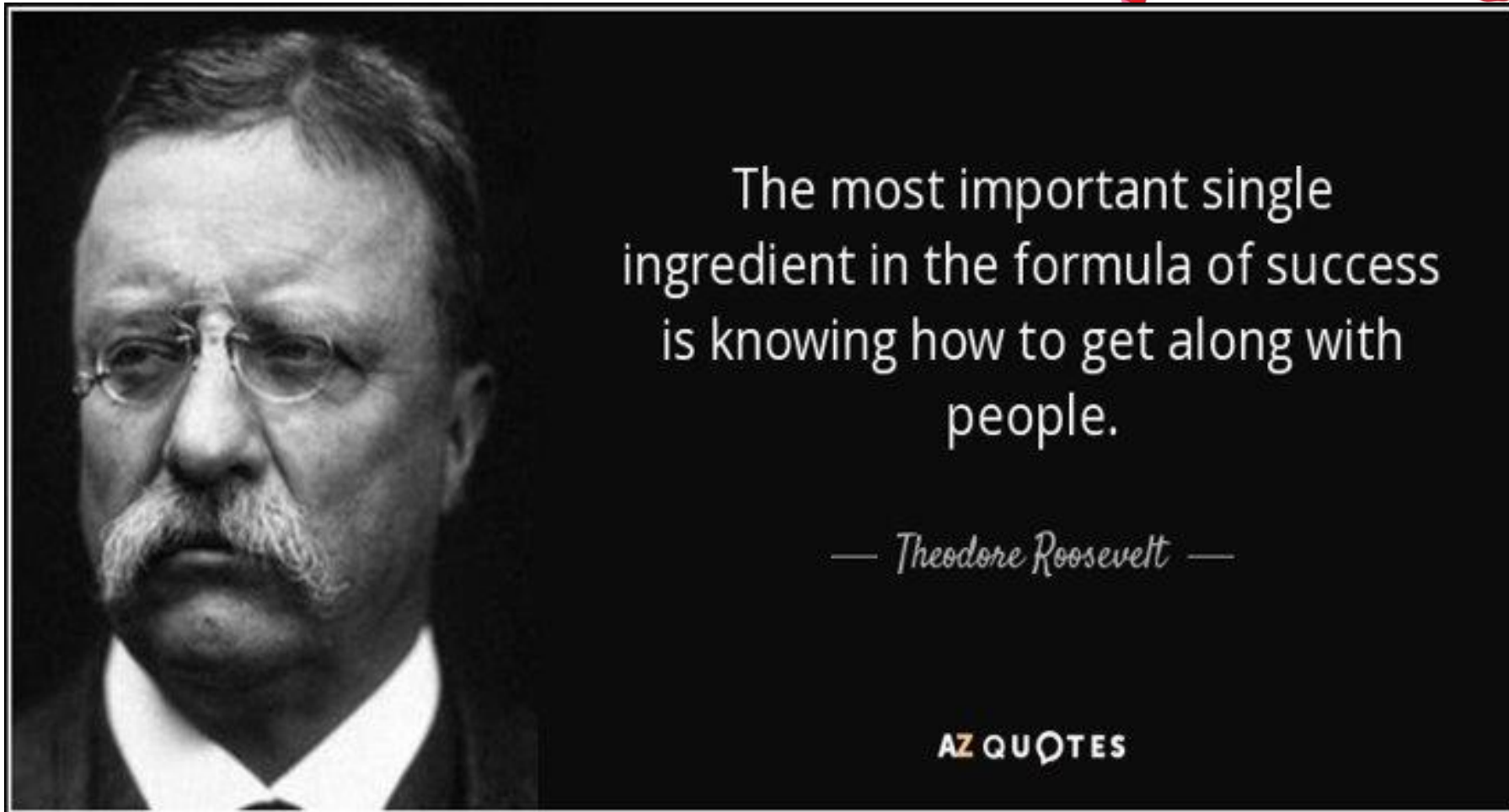
- Building positive workplace relationships is vital for career success.
- Relationships can positively or negatively affect your satisfaction with the job, your ability to advance and gain recognition for your achievements.
  - When you build positive relationships, you feel more **comfortable with your interactions and less intimidated by others**. You feel a closer bond to the people you spend the majority of your working-time with.







# Working relationships



# Working relationships

## What is a working relationship?

A relationship with:

- Colleagues
- Managers
- Employees
- Clients/customers
- Suppliers





# Relationships with colleagues – their importance

They make our jobs more enjoyable and productive.

- The presence of a best friend at work is strongly associated with job satisfaction. Without a friend at work, work satisfaction deteriorates (Gallup organization)





# Relationships with colleagues – their importance



**We create connections  
and networks**

These can serve as references or  
contacts in the future

# Relationships with colleagues – their importance



**Human beings are social creatures**

They need friendship and socialisation



# Relationships with customers – their importance

- The importance of these relationships is obvious
- Customers are one of the most important factors of an organisation's success.
- Its existence relies on clients.





# Relationships with other stakeholders– their importance

By achieving positive relationships with stakeholders, you acquire valuable allies for your organisation



# Moodle forum discussion

Have you ever worked in an organisation characterised by bad relationships? How did this impact your job performance?



## TRUST

The foundation of any good relationship

- Build it by telling the truth, even when it is difficult in your transactions with both customers and colleagues.





## MUTUAL RESPECT

- Value other peoples' ideas and feedback
- When you treat people with respect, they will treat you with respect



## Mind Full, or Mindful?



## MINDFULNESS

- Take responsibility for your words and actions.
- Be careful and attend to what you say
- Don't let your own negative emotions impact the people around you.



## WELCOMING DIVERSITY

People with good relationships not only accept diverse people and opinions, but they welcome them.



## OPEN COMMUNICATION

- The better and more effectively you communicate with those around you, the richer your relationships will be.
- Open, honest communication.





## When building a relationship, respect:

- Cultural differences
- Age
- Gender
- Religion
- Sexual orientation
- Etc.



# Treating people according to their needs





# Treating people according to their needs

Different people have different needs, e.g.

- Age (sitting places in the subway)
- Religion, fasting, holidays & prayer
- Disability (think of an employee with a wheelchair trying to reach a high shelf)

Treating people according to their needs

RESPECT IS KEY





# Methodological Tool I



**E-EUPA\_LO\_3.10\_M\_001**  
**Work Scenario with Co-workers**

# PR activities

- 
- Advertising
  - Corporate Philanthropy
  - Corporate Sponsorship
  - External Communications
  - Internal Communications
  - Lobbying
  - Promotion
  - Publicity
  - Public Relations Research - can be formal or informal, primary or secondary, qualitative or quantitative, etc.
  - Special Event Management



# PR and relationships

- "relationship management is a fundamental objective of Public Relations; in fact, it is arguably the overall end or purpose of Public Relations" (Okwuchukwu 2014).
- Mass communication through various channels



**Communication must Address the Right People  
with the Right Message**



- The PR practitioner is on the right track towards successful relationship management.



## Communication must use the Right Medium

- **INTERNAL:**
  - circulars
  - house journals
  - meetings and briefings
  - notices
  - events



# PR and relationships

## Communication must use the Right Medium

- **EXTERNAL**
  - Social media
  - newspapers
  - community television and radio
  - direct mails
  - phone calls
  - courtesy visits
  - Events



# PR and relationships

## Communication must be Two-Way

- with the new media, organisations can better conduct their communication with their publics in an interactive manner such that the publics hear and understand them, and they in turn hear and understand the publics. This is crucial to successful relationship management (Okwuchukwu 2014).



# PR and relationships



## Communication must be Ethical

- The PR expert, if he/she must successfully manage relationship, they will have to communicate ethically in all situations.



# Working relationships

## Always remember:

- When building relationships, always practice active listening and empathy!
- Respect and value the different needs of each counterpart in each relationship
- COMMUNICATION IS KEY – REMEMBER WHAT YOU HAVE LEARNED!!!



# Feedback defined

“[...] the **helpful information** or **criticism** about prior **action** or **behavior** from an individual, **communicated** to another individual (or a group) who can **use** that information to **adjust** and **improve** current and future actions and behaviors” (<https://www.snapsurveys.com/blog/5-reasons-feedback-important/>)





# The importance of feedback

- **It can help improve our products or services**
  - By customer feedback, positive or negative, we can identify the strengths and shortcomings of our product/service
- **It helps us measure customer satisfaction**
- **It can help in developing a better customer experience**
  - Through changes to our product/service dictated by the feedback received

# The importance of feedback



It helps in keeping our  
customers returning

By taking their opinions into  
account and making ourselves better  
and better



# The importance of feedback

We gain actual data  
to analyse and take  
appropriate decisions

We gain access to data, which can be analysed appropriately and give us invaluable insights, about the average satisfaction of customers, correlations with gender, age etc.

# The importance of feedback

It can be used to  
identify customer advocates

Those who give us the highest scores, if contacted and provided with incentives can become the cheapest and one of the most effective types of advertising our products



Satisfied  
Customers  
Tell Three  
Friends,

Angry  
Customers  
Tell 3,000



## Email & Chat

- **PROS:**
  - Convenient to use internally.
  - Feedback can be shared virtually anytime.
  - You can search feedback later.
- **CONS:**
  - Chat and email can be distracting.
  - Do not aggregate data or provide analytics.
  - Require extra manual work to extract the feedback.



## Meeting

- bi-monthly or monthly feedback meetings
- **PROS:**
  - Opportunity to provide product updates/share what's next on your roadmap.
  - Allows you to ask follow-up questions.
  - You can clarify feedback with those who have shared it.
- **CONS:**
  - Getting everyone in the room at the same time can be hard and inconvenient.
  - Can lead to confusion if they have to hold onto feedback for a month before relaying it.



## Feedback Reports

- **PROS:**
  - Contains both qualitative and quantitative data.
  - It's a resource you can return to for information when you need it.
- **CONS:**
  - Time-consuming and possibly inconvenient to produce.
  - Does not look at long-term feedback trends.

## Online tools

There are tools such as Google Forms (free), survey monkey, etc. in which you can easily create feedback forms for both internal and external customers

- **PROS:**

- Contains both qualitative and quantitative data.
- It's a resource you can return to for information when you need it.
- It automatically generates a spreadsheet with the data
- It is easy to use

- **CONS**

- It may be time-consuming for the person(s) developing the form and analysing the results



## Social Media

They can be a great way of gathering  
feedback AND advertising  
your organisation (word-of-mouth)

Review Us  
on



Facebook

# Gathering feedback from external stakeholders





## Include all feedback in your analysis

- Read every comment!
- Even though some comments may seem non relevant or very detailed, some will provide potentially vital information.



## Sort it out

- Categorise feedback into different categories and sub-categories
- This is a good way to utilise feedback gathered through conversations, meetings etc. rather than forms
- Qualitative rather than quantitative



# Analysing and evaluating feedback

## Understand the value of each customer

- All customers are important, but some are more important than others
- This is not always a general remark, sometimes we have to value one customer's opinion over a specific product/service more

# Analysing and evaluating feedback

Understand the value of each comment/score

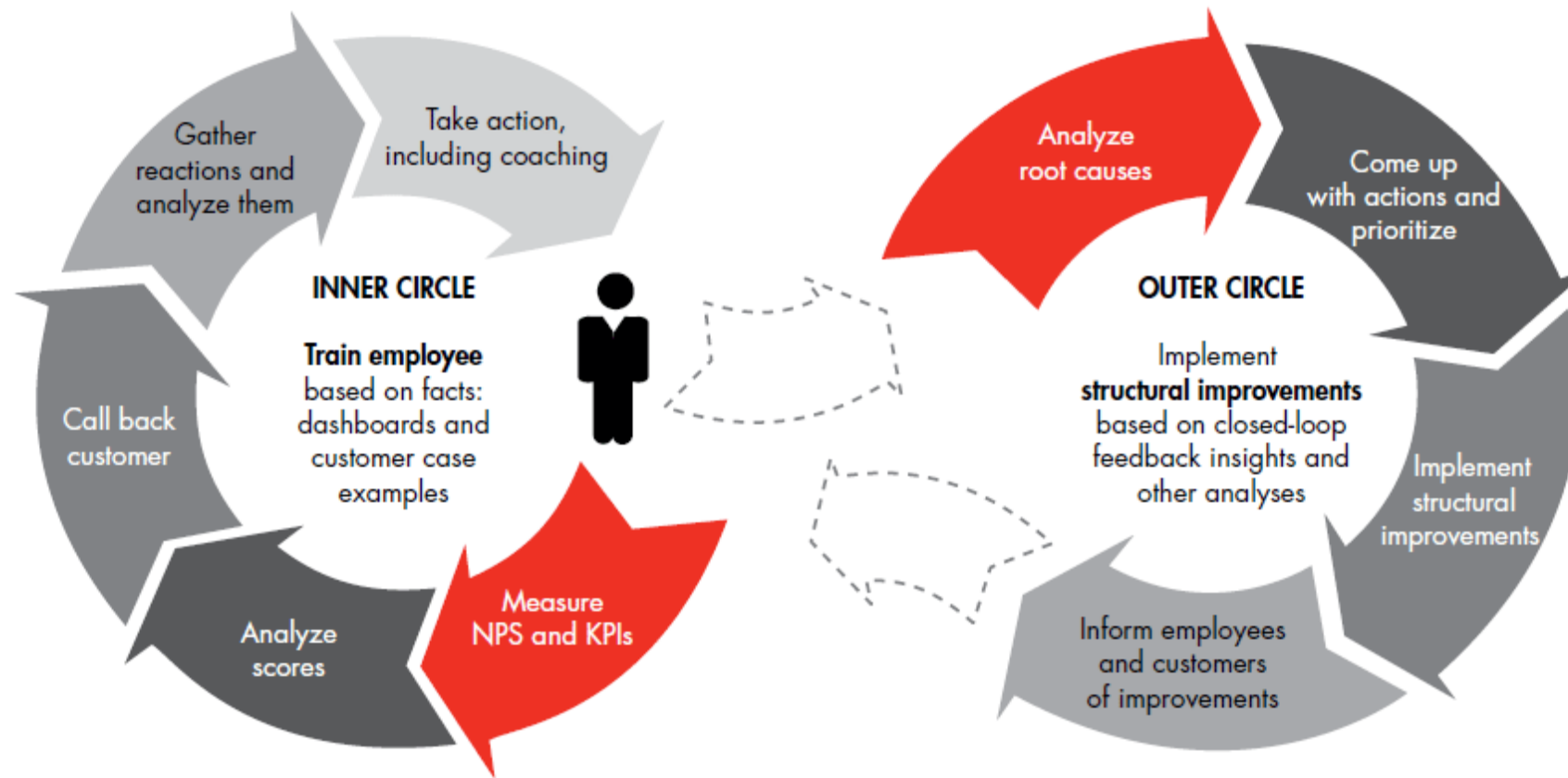
- Some comments can be more useful than others, especially when we evaluate qualitative feedback





# Evaluating feedback

*Figure 1:* Customer insights from both feedback circles inform action at different levels of the organization



Source: Bain & Company

# Methodological Tool II

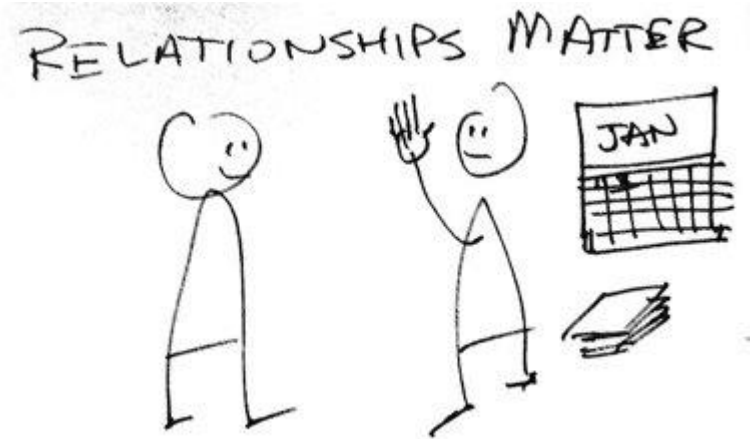


**E-EUPA\_LO\_3.11\_M\_001**  
**Analyse and Evaluate Feedback**



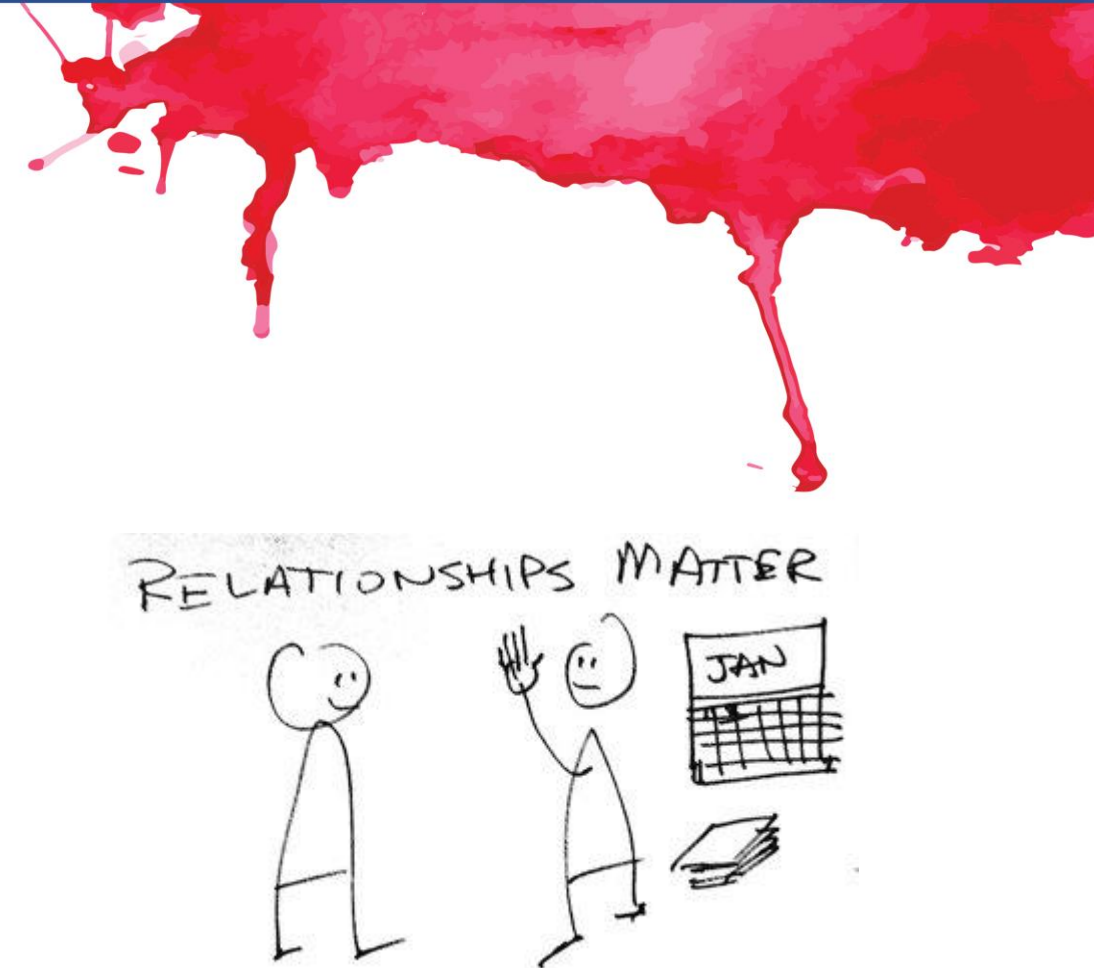
# Utilising feedback to evaluate relationships

After you have categorised feedback, gather all the information you have on relationships, customer service, courtesy, etc.



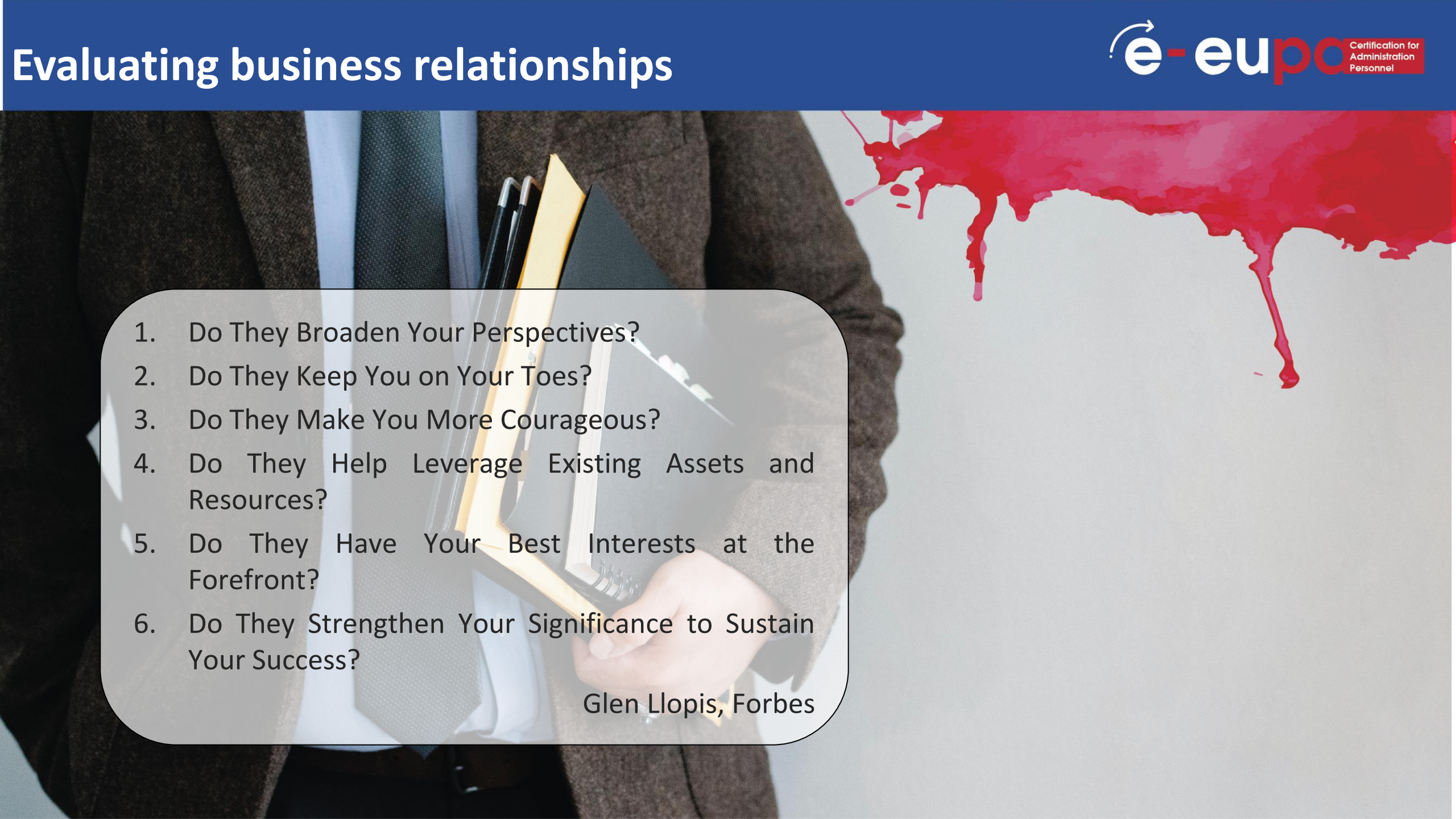
Evaluate the relationship policies based on:

- the feedback received
- The provider of feedback (internal vs. external etc.)
- The existing situation of customer service





# Evaluating business relationships

- 
1. Do They Broaden Your Perspectives?
  2. Do They Keep You on Your Toes?
  3. Do They Make You More Courageous?
  4. Do They Help Leverage Existing Assets and Resources?
  5. Do They Have Your Best Interests at the Forefront?
  6. Do They Strengthen Your Significance to Sustain Your Success?

Glen Llopis, Forbes



- 
- **Effectiveness**
    - If not, you should reconsider
    - Check for flaws in the feedback you receive
  - **Innovation**
  - **Feedback**
    - This is an important criterion
    - Feedback from both external and internal stakeholders



# Example of key principles for good relationships

1. Listen to others and seek first to understand before being understood
2. Have empathy and think in win/win solutions
3. Set a good example as project manager
4. Be honest and open about project progress and have the courage to ask for help
5. Be proactive and take responsibility for your actions



## **E-EUPA\_LO\_3.12\_M\_001**

### **Analyse and Evaluate Key Principles for good relationships**



# Revision Questions

## Question 1

List the reasons why positive relationships at work are important

## Question 2

What are the basic steps one should follow when analysing and evaluating feedback?

## Question 3

What are the pro's and con's of gathering feedback through emails and chat?



# Module Key points

Building positive workplace relationships is vital for career success.

- Clients are one of the most important factors of an organisation's success.
- By achieving positive relationships with stakeholders, you acquire valuable allies for your organisation

Characteristics of a **good** working relationship

- TRUST
- MUTUAL RESPECT
- MINDFULNESS
- WELCOMING DIVERSITY
- OPEN COMMUNICATION



# Module Key points

Relationship management is a fundamental objective of Public Relations:

- must address the right people with the right message
- must use the right medium
- must be two-way
- must be ethical



# WELL DONE



**You have completed Unit 3.3 - Part B**



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