

## S V L NARAYAN'S VIEWS ON NEWER MEDIA TOOLS

<i>Corporate communication s in the new age and in a global environment....</i>	<p>In the new age of fast paced communications and the global environment where perceptions change very fast companies need to be increasing more and more proactive. Companies cannot wait for reporters to request for interviews or features but must continually communicate the its development and plans. Today, Satyam needs to communicate with a global audience – including foreign institutional investors and overseas customers. New technology devices such as mobile phones, e-mail, etc. support the role of the corporate communications in sending out the organisation's message to relevant publics, <i>swiftly, accurately and in a cost effective manner.</i></p>
<i>Speed with which information is transmitted ....</i>	<p>Real time information is critical say at the quarterly results. These results are important for the stock market, hence press reporters and wire services such as Reuters, Bloomberg, AFX Asia, Dow Jones Newswire and Bridge News compete with each other to be the first to deliver the most accurate news to their own subscribers.</p> <p>Internet offers is subscribers the benefit of transmitting information with the click of a button around the world.</p>
<i>The Internet for dissemination of messages....</i>	<p>There are three effective ways to disseminate information. Using the announcement of results as an example you may consider:</p> <ul style="list-style-type: none"><li>Posting results on the website</li><li>A live webcast of the board meeting and announcement of results</li><li>News alerts</li></ul> <p>At Satyam, the standard practice is to have the results on the website within three minutes of it being announced.</p>
<i>Speed is of the essence...</i>	<p>In communicating with a diversified target audience, which includes investors, prospective employees and a global audience, the all-important factor is speed and the fastest mode to support this requirement is the Internet. All conventional methods of printing balance sheets and press releases, and distributing them are obsolete in this context.</p>
<i>Technology and internal communication s...</i>	<p>Internal brand building has to be in uniformity with external brand building. In many cases, people within the organisation come to know what is happening in the organisation through external press reports and not through internal communication.</p> <p>To remedy this situation and allow employees to be in the</p>

picture of what was happening within the organisation, Satyam now places all information on the organisation on the *corporate intranet* before it is released to the press. The directive given by Satyam's chairman is that any communication about the organisation should be available to an employee in Alaska at the same time as it is available to an employee in Hyderabad.

*The Nasdaq experience...*

The list of Satyam's stock at Nasdaq was an interesting experience. What was important here was the 10-hour time difference between the United States and India. Nasdaq opens at 9:30 a.m. in the US (the corresponding time in India would be 7:30 - 8:00 p.m.). Satyam needed coverage in Indian newspapers the next morning or else the news would be of no relevance. The method used to circumvent the time factor issue was to place a conference call from Nasdaq headquarters to all the major Mumbai-based financial reporters gathered together under one roof. Satyam Chairman, Dewang Mehta of Nasscom and our Merchant Bankers were thus able to respond to all the questions.

*Around the world in minutes...*

Via digital camera, the event photograph was e-mailed to the Satyam corporate communications team in Hyderabad to further e-mail to concerned publications. The next morning, all the major Indian newspapers carried the account together with the photograph.

Another example of the use of technology in enhancing dissemination of information relates to the inauguration of Hi-Tech City in Hyderabad by Prime Minister AB Vajpayee. Satyam had invited the PM to launch Satyam Internet Service at the Satyam stall in Hi-Tech City. The prime minister's photograph taken by digital camera was transferred to the computer and e-mailed to the Satyam offices in Hyderabad to put up on the website. All this happened in a matter of a few minutes – much before the Prime Minister even left the premises, once again demonstrating the speed with which information can be transmitted.

## **QUESTIONS AND ANSWERS**

*Comment on the advantages of the net offers in terms of credibility, numbers and attention span by the three speakers*

SVL Narayan said that one of the problems of using the Net as a major communication tool at the moment was the lack of reach. The reach of print media is far greater than the Internet and this is because the Net access depends on the number of machines that are available. Till the computer population increases drastically, it cannot catch up with print media.

In terms of credibility, I personally would like to see my story

on the front pages of The Economic Times, Business Standard or Financial Express. Who would like to go to a website to see their news and how many people would actually visit it? The result is that as of now, news sites have created no significant impression as far as communication or brand building or public relations is concerned.

*(Excerpted from the presentation made by SVL Narayan, Vice President Corporate Communications, Satyam Computer Services Ltd., held in New Delhi on November 2, 2000)*