

## YOGESH MATHUR'S VIEWS ON NEWER MEDIA TOOLS

<i>Quality of communication</i> ...	<p>In reflecting on the way in which technology aids the financial community and the perspective of how communicators to the financial community and to the world at large have changed over the years, corporate communicators needs to consider the quality of communication more than the speed of communication. This requires a quantum leap in our country. The business environment in India is moving away from being highly regulated (and where you communicated in a certain way) to being based more on business fundamentals where communication on operations, products, financials is required.</p> <p>Essentially this means a need for more transparency, and quick and relevant information to the financial community and to the business partner community, which includes the customer, the vendors, Indian and international companies.</p>
<i>Opportunities to improve communication</i> ...	<p>The opportunity to improve communications exists with global advancements in telecom and IT technology, in digital imaging and digital sound technology and the World Wide Web. An internet-enabled home page or internet-enabled communication to all of the business communities is firstly very relevant and secondly, moves at a very rapid pace.</p>
<i>Innovations on home pages and websites...</i>	<p>Let us take a look at some of the innovations that you now see specifically on home pages and web sites for communication. Apart from graphics, digital and audiovisual, a few websites have some interesting aspects on stocks, charts, and analysis. It also has other features where the user selects two dates and the website provides an analysis of the trend of stock prices between those two dates. The look-up facility of the website can also provide the user with an analysis of stock prices on a particular date, what changes it went through, how it compared with for example the Nasdaq or the New York Stock Exchange index. All interesting and useful ways by which the organisation can communicate with its audiences using new technology.</p>
<i>Event Calendar</i>	<p>A good instance of the application of technology to disseminate your message to your relevant publics is the event calendar. The Internet allows organisations to communicate with their audiences by listing out future dates on which certain important announcements will be made. An additional service provided is an <i>e-mail reminder</i>, where the user on provision of his e-mail address will receive a message two days prior to the announcement, for example, that the company will be releasing its third quarter results.</p>

Websites, provide extensive information to customers in terms of accessing information on a product, lodging a complaint or asking questions. Additionally, it is an important source of information for employees within the organisation. Websites currently are increasingly being used to communicate best practices evolved by the company for use across the organisation.

In conclusion, the financial community, the business community and the world in general can look forward to tremendous gains in communication through advances in technology. The world will eventually become a global village through the leaps in information technology.

### **QUESTIONS AND ANSWERS**

Yogesh  
Mathur

While it is right to say that the Internet and the web is a new era, what one is really getting at is the fundamentals of communication per se – *of commitment, of quality, of responsibility, of transparency* – which builds credibility. So if there is a need to communicate the web offers another medium for distributing the medium.

*Protecting  
yourself or the  
organisation  
against  
unfounded and  
untrue reports  
on the Net*

Yogesh Mathur replied that with a whole new world of communication on the web, we have a whole new set of problems as well. The credibility of communication on the web I believe will remain an inherent problem and we will have to deal with such issues.

*(Excerpted from the presentation made by Yogesh Mathur, CFO, Gillette India Pvt Ltd., at PR Pundit's workshop, held in New Delhi on November 2, 2000)*