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**“PUBLIC RELATIONS AS A SOURCE TO IMPROVE
PUBLIC SERVICES IN SANTA ELENA PENINSULA”**

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I want to express in these lines my endless gratitude to the following people:

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ABSTRACT

This project contains important information about Public Relations (PR) applied and benefits for institutions when adopting it. On each one of the chapters, I am including an analysis of themes that involve different aspects of this field, such as the importance of applying PR on institutions, what PR are, and its importance on business, corporative image, functions, objectives, advantages, disadvantages. I am also including nine qualities of excellent leadership in PR, and the ten commandments of public relations management.

About management of Public Relation on institutions, I have included aspects such as: Why public relations are important in an office, dealing with partners in office, how to make your office welcoming for visitors, staff behavior, environment that you should give to the visitors; and meaning of people's opinion.

Keys to an effective communication on company are also mentioned, as well as types of communications, how to communicate with people: seven keys to an effective communication, communication skills for business and the three components for a successful oral communication, effective communication skills for PR; effective internal and external communications; and how to get an effective global communications.

It is also included how to get an excellent customer service, which explains its basic concept and relevance, pointing out who customers are and dealings with customers' complaints.

On the last chapters I will show the results of research done in Santa Elena Peninsula based on how to improve the management of public relations at public institutions.

DECLARACIÓN EXPRESA

La responsabilidad del contenido de este trabajo final de graduación, me corresponde exclusivamente; y el patrimonio intelectual de la misma a la Escuela Superior Politécnica del Litoral.

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TABLE OF CONTENTS

INTRODUCTION	I
STATEMENT OF THE PROBLEM.....	II
BROAD OBJECTIVE	III
SPECIFIC OBJECTIVES	IV
STUDY PLACE	IV
STATEMENT OF HYPOTHESIS	V
THEORETICAL AND PRACTICAL IMPLICATION OF THE RESEARCH	VI
LITERATURE REVIEW	VIII
BACKGROUND	VIII
METHODOLOGY	IX
IMPORTANCE OF APPLYING PUBLIC RELATIONS ON INSTITUTIONS.....	1
WHAT ARE PUBLIC RELATIONS?	2
<i>Definition</i>	2
IMPORTANCE OF PR ON BUSINESS	3
<i>Corporative image</i>	5
FUNCTIONS.....	6
OBJECTIVES OF PUBLIC RELATIONS	7
ADVANTAGES OF PUBLIC RELATIONS	8
DISADVANTAGES OF PUBLIC RELATIONS	9
QUALITIES OF GOOD RELATIONIST PUBLIC	10
<i>Nine Qualities of Excellent Leadership in Public Relations</i>	11
<i>The Ten Commandments to people management public relations</i>	14
MANAGEMENT OF PUBLIC RELATIONS ON INSTITUTIONS	17
WHY ARE PUBLIC RELATIONS IMPORTANT FOR YOUR OFFICE?	17
DEALING WITH OFFICE PARTNERSHIPS.....	18
PROBLEMS YOU CAN FIND AND RECOMMENDATIONS TO FACE THEM	20
HOW TO MAKE OUR OFFICE WELCOMING FOR VISITORS	21
<i>Staff behavior</i>	22
<i>Environment that we should give:</i>	24
PUBLIC OPINION	25
KEYS TO AN EFFECTIVE COMMUNICATIONS ON ORGANIZATIONS.....	28
TYPES OF COMMUNICATIONS.....	28
<i>Verbal communication</i>	29
<i>Non-verbal communication</i>	29
HOW TO COMMUNICATE WITH PEOPLE: SEVEN KEYS TO AN EFFECTIVE COMMUNICATION.....	30
<i>Be confident</i>	30
<i>Show Interest</i>	31

<i>The Art of the Open-Ended Question</i>	31
<i>Listen Twice, Speak Once</i>	32
<i>Knowledge Is Power</i>	32
<i>Take a Risk</i>	33
<i>Start Small</i>	33
COMMUNICATION SKILLS FOR BUSINESS: THREE COMPONENTS FOR SUCCESSFUL ORAL COMMUNICATION.....	34
<i>Quality of Feedback</i>	35
<i>Level of Self-Disclosure</i>	35
<i>Listening Effectiveness</i>	36
EFFECTIVE COMMUNICATION SKILLS FOR PUBLIC RELATIONS	36
<i>Writing is the number one skill for all public relations professionals.</i>	37
<i>Verbal communication is another important aspect.</i>	37
<i>Technology has changed the way people do their jobs in all professions</i>	38
EFFECTIVE INTERNAL AND EXTERNAL COMMUNICATION	38
<i>Answering the Main Question</i>	39
<i>Simplification</i>	39
<i>Methods</i>	39
<i>Timeliness</i>	40
<i>Transparency and Frequency</i>	40
EFFECTIVE GLOBAL COMMUNICATION	41
<i>Characteristics</i>	41
<i>Knowledge</i>	41
<i>Benefits</i>	41
HOW WE GET AN EXCELLENT CLIENT ATTENTION?	43
WHAT IS CUSTOMER SERVICE?	44
WHY IS GOOD CUSTOMER SERVICE IMPORTANT?	46
KNOWING YOUR CUSTOMERS	48
<i>The argumentative customer:</i>	48
<i>The angry customer:</i>	49
<i>The talker:</i>	50
<i>Offensive customers:</i>	50
<i>The unhappy customer:</i>	50
<i>The one who always complains:</i>	50
<i>The demanding customer:</i>	50
<i>The flirty client:</i>	50
<i>The indecisive customer:</i>	51
DEALING WITH CUSTOMER COMPLAINTS	51
<i>Dealing with complaints</i>	51
BENEFITS OF SATISFYING CUSTOMER COMPLAINTS	52
<i>Satisfied customers.</i> -.....	52
<i>Rectifying problems.</i> -.....	53
MAJOR CONCERNS ABOUT COMPLAINTS	53

RESEARCH REPORT ON PUBLIC ORGANIZATIONS	55
INTRODUCTION.....	55
OBJECTIVE	55
STATEMENT OF THE PROBLEM.....	55
THEORETICAL FRAMEWORK	56
METHODOLOGY	57
HYPOTHESIS	57
DESIGN	57
DATA COLLECTION.....	58
QUALITATIVE FINDINGS	58
ANALYSIS	61
GENERAL CONCLUSIONS:	62
APPENDIX A.....	64
REFERENCES	77

INDICE OF FIGURES

Fig. 1 Polite treatment.....	2
Fig. 2 Human team work of an organization	5
Fig. 3 Introducing company to the customers.....	7
Fig. 4 Teamwork.....	11
Fig. 5 Forcework.....	14
Fig. 6 People meet with customers. They inform them about project	18
Fig. 7 Award effort of work.....	19
Fig. 8 Cordiality, friendship, respect	20
Fig. 9 Good environment.....	24
Fig. 10 Cordiality in order to express a message	29
Fig. 11 Gestures when talk with clients and partners	29
Fig. 12 Conversation person to person	34
Fig. 13 Conramship between partners	37
Fig. 14 Good attitude for attending to clients	43
Fig. 15 Predisposition to attend to the public	44
Fig. 16 Reliance to negotiate	45
Fig. 17 Excellent client attention	46
Fig. 18 Angry client on a phone talk	49

INTRODUCTION

One of the reasons for the selection of this topic is because nowadays the preconception about customer service on public organizations is negative; customers do not feel treated in an efficient way. People who go to public institutions seeking for guidance or assistance are not treated cordially.

Human beings are sociable by nature, so we live with other people with whom we should communicate and build rapport. People practice public relations every day anywhere. Each individual reflects their personality, thought, behavior and conduct when meeting with others; so it is important to know how to apply human relations and mix these aspects to get an excellent relationship with our partners, customers and visitors.

Public Relations is a field that involves management and communications with the public, establishing a corporative image, dealing with employees, building teamwork, and seeking to solve problems. This last one may impede good relations or cause misunderstanding, since it uses techniques of organized persuasion to influence people's behavior and thinking.

The success of an organization is projected on this image and stands up through an excellent customer service. Nowadays the tendency of companies and businesses is to enhance their staff Public Relations with tactics and strategies carefully planned in order to project an excellent image.

Public Relations should become in one of the main tactics of negotiation of all organizations because we live in a society that is constantly changing; hence, the business world of today is extremely competitive and increasingly demanding, so it is

important to act immediately.

STATEMENT OF THE PROBLEM

When people go to a public office, their target is to ask information about help and public benefits. They expect to obtain the required services in a timely and polite way. In the majority of cases they get frustrated, because what they expect differs from the truth.

Let's study the following made up dialog illustrating an example of what effective customer service should be like. A customer in an office arrives and greets the receptionist:

Mr. Muñoz: Good morning, Ms. Bedoya. (Smile)

Receptionist (Ms. Bedoya): Good morning, Mr. Muñoz. Can I help you?

Mr. Muñoz: I'd like to know all about "Bono Solidario". Can I be a beneficiary?

Receptionist: Sure. You should... (The required information is given)

Mr. Muñoz: Thanks a lot for your help Ms. Bedoya.

Receptionist: You're welcome, Mr. Muñoz. We are glad to offer our help.

It's a pleasure to help you. Come back soon. Bye...

Ms. Muñoz: Bye, Ms. Bedoya.

As you can see on this dialogue, it is evident that the firm's image for the customer is a good one. Mr. Muñoz left the office and is satisfied with the service given to him.

It is very likely that he will come back soon, and will spread a good impression about the customer service he got from the receptionist. Nowadays we find some people in front of a desk, with the ability to give information and welcome customers in the best way.

On the other hand, there are other people who do not have idea about how to deal with customers. People must be trained on how to give an excellent corporative image of their firm.

Also, it is common to observe clients who go to a public office asking for information with a demanding, impulsive attitude. They should be handled very carefully, because we cannot respond in the same manner. Our preparation to face these situations should be oriented to look for solutions and handle these issues effectively in order to have satisfied clients.

All employees that work in public relations should acquire skills, seek strategies, apply plans to involve specific tasks to each company and contribute to improve the public image of the institutions.

BROAD OBJECTIVE

This work is intended to provide relevant and important information about Public Relations and their management on businesses and organizations. The aim is to know how to apply public relations in order to improve public service in Public Institutions in Santa Elena Peninsula.

SPECIFIC OBJECTIVES

All this research and the information contained in this written work are focused on the following:

- ✓ Increase our knowledge about basic concepts to consider and apply public relations effectively on business.
- ✓ Know the importance of communication skills and their influence on interpersonal relationships.
- ✓ Acquire and adapt leadership skills when we start a new job, especially at public relations.
- ✓ Manage information and provide it when required.
- ✓ Know who our target public is, and to offer them an excellent service.

STUDY PLACE

Nowadays public organizations have the support of the government and provide quality customer service, projecting a good image as well.

This research will be directed to public organizations of Santa Elena Peninsula that are interested to know how they can improve their public service applying PR.

The information of this work will be an informative contribution to consider examples of PR in institutions and public relations in general.

STATEMENT OF HYPOTHESIS

All organizations should get involved in managing PR because the approach businesses and organizations communicate their strategies will strengthen the quality of attention and services to the clients and help the company to achieve its full potential.

Good Public Relations specialists know their company, develop skills, plan strategies and policies of communications, lead activities and teamwork, and create a favorable working environment for their teams. All these positive aspects will be evident for the public automatically.

Some PR specialists assure that currently the businesses involved on Public Relations are more competitive and develop in a better way their job plans. So it is extremely important to work and strengthen rapport between executive, employees and the public. Businessmen should have skills to involve all human beings socially in an enterprise.

However, not all organizations have adopted PR as business strategy. The competitive world today suggests integrating these strategic ways to have good rapport with the public, as well as keep the image and the good public opinion of the clients.

This work demonstrates that applying public relations on organizations provide effective, close communication between the company and customers. Smooth information between parties always improves the attention and the service for the success of the businesses.

THEORETICAL AND PRACTICAL IMPLICATION OF THE RESEARCH

a. Theoretical implication

The institute of Public Relations of England (2005) defines sustained effort to establish and maintain mutual understanding between an organization and its public. The definition implies a two-way flow of information, the public offer providing the necessary channel. Relations may be between a board of company and its shareholders, between managers and employees or a well-known personality and his public.

Knowing the strategies to these two-ways flow of information is keys to Public Relations and organizations. Keeping a fluid communication between employer and teamwork will transmit the message that clients should be our priority, because the public opinion always provides a high image about excellent service given.

b. Practical implications

It is vital on company link of communications between yours members; because everybody (managers-employees-clients) should coordinate, work in pair, and more if your work depends to others follow working. Your vision will be one same.

Let me to give you, this simple example: A company telephonic services (CNT), they manage many departments to offer a communitary service, from manager to company's porter work to give support. An user arrive to office client attention asking a service, process to begin to require a telephonic line, you get telephonic line, so now you are clients and continue in contact for more services, to Department of Maintain where you require maintain, Department of Accounting by paid, etc. Each one has a specific task and through of internal job, coordinate give a service.

a. Theoretical implication

Edward Bernays, one of the patriarchs of modern public relations, wrote, “The three main elements of public relations are practically as old as society: informing people, persuading people, or integrating people with people. Of course, he added, “the means and methods of accomplishing these goals ends have changed in the same way as society has changed.” In the introduction to the third edition of the Dartnell Public Relations Handbook, one of the often-cited bibles in the field points out: “Every organization, institution, and individual has public relations whether or not that fact is recognized”.

As long as there are people, living together in communities, working together in organizations, and forming a society, there will be an intricate web of relationships among them”. In its most basic form, building that intricate web of relationship is what public relations is all about. The fact that human beings live together forces them to think about their interactions and organize their relationships with one another.

In a primitive society the relationships are fairly basic and the organization is minimal, but as the society advances and becomes more complex, so do the relationships.

b. Practical implications

Nowadays the practices of public relations reunite the same elements to maintain the public informed because people are linking within the company, executive-employee-clients-employee, with one another to be communicated. Everyone should know their necessity and how to resolve their issues to obtain common benefits.

The elements and the methods utilized have been changed according to advance and exigency development. We live in a society each time more complex to do business. The tactics applied in this field should be renovated, too.

Human beings have developed infinite skills in business field. They identify what kind of strategies apply to elaborate and grow each tasks undertake.

LITERATURE REVIEW

Public relations began when people started communicating and the necessity to motivate others was born. According to History, prehistoric people used to communicate in order to survive, interchange their products with others, etc. From years ago, the communications had been characterized as the oral expression in which the speaker transmits a message to the receptor and an object (message) is given. Public Relations have occurred since many years ago, tribal society used to express respect to the authority.

The United States is the country that has been more in favor of the practice of PR from Renaissance until World War II.

Then, the idea of communications between individuals was born and grown. People are practicing every day the communication from their first contact with anybody on the street until arrive to their jobs.

A key element to establish rapport with individuals is communications. In PR communication flow and closing is indispensable because information interchange between a company and its key public should be correct, precise, secure and rapid in order to acquire reliability to have effective business.

BACKGROUND

Public Relations involve a group of principles apply to keep a communication with the public. It is vital to maintain direct link with other people. You should be a priority to build attitudes, actions, conducts and excellent dealings one with other. All the actions must

be direct to the communication and feedback collective to the public in general to keep informed them.

An effective communication within a business helps to establish rapport with the community especially between partners at work. The communication contributes greatly to create a healthy environment at work, employees working in harmony, and happy customers and satisfied. People with a positive attitude will have a good and positive public opinion which will expand to all the community in general.

Today, society is closely involved in building rapport between the people to know what they want. So, it is important to strengthen the communicative channel between all parties.

Public Relations have existed long before the term was coined. Leaders in ancient civilizations, including the Roman Empire, had writers produce material to improve their public image, especially during wars. In the United States, PR expanded rapidly during the period of Industrial Revolution in the end of the 19th Century as many new businesses were created. Another period of growth was World War I, when the government used the Committee of Public Information to create a positive image of United States' involvement in the war.

METHODOLOGY

Each chapter has been developed through exploration, explanation and description of a reality applied at a labor context regarding the field of PR.

Basic information and concepts defined about how rapport between businessman and clients (public) are managed. The methodology exposed will provide detailed information about benefits obtained when adopting strategic public relations plans for your business. Another method applied in this research is experimental. This work will present results of an interview to Chiefs of PR of public organization of Peninsula, in terms of PR.



CHAPTER 1

Importance of applying Public Relations on institutions

Through centuries people have used Public Relations (PR) in different areas and aspects of their lives. The way a person address to another is a way of PR, the way a person behaves is another way of PR, among others; all of them create a clear image of humanity. People live in society; we are around people of different ideas, cultures, customs and education, therefore, your rapport with each one of them should be appropriate. On Business, every day you practice PR from you leave your home until your arrive to workplace. In this aspect, it is important to bring up Human Relations because conduct and behavior of being human beings is shown on your ease at addressing and dealing with the public. Talking about PR is talking about Human Relations, too.

Public Relations refer to the practice to build rapport among people of an organization, as well as contributing to maintaining an image for high-profile people and firm. The practice of PR has been spread widely. Nowadays modern companies manage and have developed methods, strategies and plans to grow good relationships with their clients, visitors, and the general public. Putting into effect PR and excellence of management will provide success to the institutions regarding employees and business activities, since close communication will provide both parties (firm-customer) fluent information, improving their rapport in lights of obtaining common benefits.

If you apply PR and offer quality services, and develop plans and train your staff, they will feel your support and this will translate into better customer service from them.

In this research it will be explained what public relation is, including its definition, importance, corporative image, functions, objective, advantages and disadvantages.

Qualities of a good public relations specialist, as well as the ten commandments of managing public relations will also be addressed.

What are Public Relations?

Public Relation is discipline that promotes communication between an organization and its public, to build, manage and keep its positive image. Its main characteristic is having a bidirectional communication. This type of communication not only addresses customers and their necessities, but it also triggers mutual comprehension, allowing to use it as a competitive advantage on business.



Fig. 1 Polite treatment

Definition

The institute of Public Relations of England defines public relations as the sustained effort to establish and maintain mutual understanding between an organization and its public key. The definition implies a two-way flow of information, offering the public adequate channels. Relations may be between a board of company and its shareholders, between management and employees or a well-known personality and his public.

The following examples can be stated:

- ✓ Institutions use marketing public relations to convey information about the products they manufacture or services they provide to potential customers to support their direct sales efforts. Typically, they support sales in the short and long term, establishing and burnishing the corporation's branding for a strong, ongoing market.

- ✓ Corporations also use PR as a vehicle to reach legislators and other politicians, seeking favorable tax, regulations, and other treatment, and they may use public relations to portray themselves as enlightened employers, in support of human-resources recruiting programs.
- ✓ Nonprofit organizations, including schools and universities, hospitals, and human and social service agencies, use PR in support of awareness programs, fund-raising programs, staff recruiting, and to increase patronage of their services.
- ✓ Politicians use PR to attract votes and raise money, and, when successful at the ballot box, to promote and defend their status, with an eye on the next election or, at career's end, to their legacy.

PR means responsibility and functional management, which analyses public interest and determines public attitudes; identifies and interprets policies and programs of an organization, seeking to solve problems. This last aspect may impede good relations or cause misunderstandings; hence it is crucial to use the technique of organized persuasion to influence people's behavior and thinking.

In conclusion, Public Relations help to build excellent personal relationships among people involved in a specific field as businesses, enhancing attitudes to reach common targets and benefits.

Importance of PR on business

Businesses today have increased on demand of products or services. Publicity per se is not sufficient and it is very important to look for tools that allow us to differentiate between the companies. PR appears as a discipline at organizations regarding the following

intangible aspects to differentiate them:

Identity	Philosophy	Culture	Image	Reputation
Essence of organization. Characteristic which difference them from others. PR work in the identity of the company on culture and organizational philosophy.	Set up global organization goal and how to get it. Reach the mission and vision of the company.	How institutions operate overall. Focus strength and orientation, how the company is working.	Presence of the company and how they want to appear to its public, with whom to build rapport and communication.	It is a mental image that public has about institution through direct or indirect experiences.

Any organization should have and develop these characteristics to be recognized and preferred between others. You have to let your staff know about these intangible aspects since the first moment, to reach the delivery of good service through a good promotion and overall communication within your company. It is of vital importance that staff is completely trained and capable of give full information about your institutions; they will show and deliver their knowledge to the public which you will guarantee an excellent reputation and image of service.

Corporative image

The public is who give and have an opinion about the company, according to the treatment and service received. An opinion identifies the company, positively or negatively. So it is relevant to evaluate opinions. First of all, you should know what image the public has about your



Fig. 2 Human team work of an organization

institution. You can use techniques as interviews, questionnaires, etc. to study about what ideas people have of the company. When you get results, it is necessary to establish and consider actual image, and align these results towards your goals considering the method to carry this out.

Benefits that give a definite image to the company are:

- ✓ Identity
- ✓ Be different from others
- ✓ References
- ✓ Preference: This is customary principal objective when you promote an image, public select his organization.

Nowadays it is a little difficult to keep a positive image in companies, because people do not always address this purpose. People in some cases act according to how they feel. If company's executives do not worry to keep a direct communication with employees and ... their necessities, they will create an uncomfortable environment that they will transmit to the clients.

So, it is important to count with pleasant staff and be able to deliver a quality job

through to good disposition. Managers should work to increase close communication among their employees and take interest on their welfare to assure an excellent service image and public opinion.

Functions

PR activities have as principal purpose to manage institutional image through the following functions that go by hand with the intangibles mentioned above and that are a must for all staff:

- ✓ **Manage inter-communications:** Know human resources of the company and know all information concerning about institutional politics, because you cannot communicate something that you do not know.
- ✓ **Manage extern-communications:** Institutions should show how they work. They have to maintain a link of communication with other organizations of diverse fields such as industrial, financial, government and media communications, etc.
- ✓ **Apply humanistic functions,** which refers to the information to transmit to others in a truthful way, because you have to get confidence from the public; this will guarantee institutional grow.
- ✓ **Analyze and interpret public opinion.** Edward Bernays, a Public Relations father, states that it is necessary to manipulate the public opinion to solve problems in which are they involved. It's essential to know public opinion to be able to act accordingly.
- ✓ **Work together with other disciplines and areas.** Public relations' job should have a solid base on humanistic, psychology, sociology and human relations. You work with people and it's necessary to understand them.

Also it is important to interchange with other communication areas such as publicity and marketing. Because these areas have commercial objectives and keep a communication

close with the public, which should revert on coherence on transmitting messages to collaborate and reach institutional goals.

To sum up, these functions are of utmost importance for institutions, because communication and collaboration bring close employees and customers in a labor environment of cordiality, support, reliance and consequently positive results and an encouraging public opinion.

Objectives of Public Relations



The first objective of Public Relations is to improve channels of communication and to establish new ways of setting up a two-way flow of information and understanding between the company and their public.

Fig. 3 Introducing company to the customers

Depending on objective of the company, public relations are managed according to the activities of each one. For example, if the company has sales goals, they should seek for sales opportunities. So the focus is that your image is always aligned to your marketing strategies to be able to provide information updates of your products with offers, campaigns, etc.

The following are aspects of marketing promotion; PR is used to address several broad objectives including the following:

- ✓ *Creating interest:* The management of PR in an organization should focus on the public attention, providing a better quality service and maintaining their clients

informed of their changes.

- ✓ *Providing information:* You provide to customers with full, updated information about the products and services of the company. Through articles, materials, newsletters and websites, you can deliver information that can help them understanding what you are doing.
- ✓ *Reinforcing the image:* Today it is important for companies to get a good image. A strong image helps the company to strengthen positive public opinion.

These strategies would be adopted by organizations, to face situations where the priority is to offer cordiality and quality PR services. Objectives should focus on positive image, good service, and effective communication with public, consulting their needs; having a strategic plan to establish a solid channel of communications and to be informed all time.

Advantages of Public Relations

Have you thought about how to meet customers as soon as possible? PR is the way to do it. They include creation and distribution of varied information; among the following:

- ✓ The most economical way by far to get mass audiences.
- ✓ Awareness of the demand for your company products or services.
- ✓ Development of a stronger, more controlled image for your firm.
- ✓ Creation of the perception that the company is active on movement.
- ✓ Credibility of advertising.
- ✓ Advantage over competitors who do not use Public Relations effectively.

In this part, we will also mention advantages of marketing such as:

- ✓ PR is often considered a highly credible form of marketing. You offer a product or service through any media with updated information in order to maintain a link of communication with the target customer. It is crucial to provide trustworthy and

accurate information. These tactics are necessary to get a good public opinion which will bring along credibility.

- ✓ A well-structured PR campaign will result very beneficial because target market should receive detailed and full information to create awareness of activities or launching of new products of the company. That is, media sources often provide more space and time for explanation of a product or services.

Finally, in many cases, PR objectives can be achieved at very low cost when compared to other promotional efforts. This does not mean public relations are not costly; it may actually be, especially when a marketer hires PR professionals to handle the job. But when compared to the direct cost of other promotions, in particular advertising, the gaining on promotional expense can be quite high.

In conclusion, the advantages that provide public relations are a lot of and the company that applies them will be a step ahead of other companies. They help to improve rapport between employees and its public, as well as to get more customers and people to institutions.

Disadvantages of Public Relations

It is important to consider advantages and disadvantages in Public Relations. It is very important to pay attention to the following aspects:

- ✓ Find a variety of customers on business that you do not know and select them before even dealing with them.
- ✓ If you use media to advertise, you should consider the type of media to transmit a message. The variety is quite vast: newspapers, magazines, radio, TV and internet. Assure that message have been delivered and placed on the exact place without

spending much time, and making sure the announcer says the message the company want to give to their customers.

- ✓ Use the same message of competitors to catch attention of the public. When you use media to advertise, it is preferable no copy strategies, you give to know and mark difference with competitors. Use easy methods to inform and facilities to delivery of product or services, etc.
- ✓ The investment to apply a PR plan, train employees, etc., is high. However, you should consider that if you do not have the effect on customers to buy a product or service, this will result on a loss of not only money, but also as an obstacle to get potential clients.
- ✓ Finally, in some areas of the world the impact of traditional news outlets is fading, forcing public relations professionals to rush to find new ways to reach target markets.

In conclusion, you find a lot of competitions in a business world. All organizations should compete to be first. Nowadays businesses are spreading, innovating and every day you should renew strategies to improve. It is a strong fight which can only be reached with effort and strength.

Qualities of good Relationist Public

On the PR field, public relations specialist should have or acquire skills and qualities to manage efficiently his/her tasks or activities. These are the following:

Leadership

A simple definition of leadership is the art of motivating a group of people to act towards achieving a common goal.

Describing it more simply, the leader is the inspiration and director of an action.

He or she is the person in the group that possesses the combination of personality and skills that makes others want to follow his or her direction.

In business, leadership is welded to performance. Effective leaders are those who increase their company's bottom lines. A leader certainly has to manage the resources at his/her disposal. But leadership also involves communicating, inspiring and supervising - just to name three more of the main skills a leader has to have to be successful.

Is a leader born or made? While there are people who seem to be naturally endowed with more leadership abilities than others, it is also true that people can learn to become leaders by concentrating on improving particular leadership skills.

These are leadership personality traits:

- ✓ Excellent communication skills
- ✓ Impressive personality
- ✓ Team Player
- ✓ Good organizing skills
- ✓ Self-confidence and vision.
- ✓ Able to understand human psychology and take decisions apt to the situation.
- ✓ Strong Analytical skills

Nine Qualities of Excellent Leadership in Public Relations

Leaders are crucial to the success, image and future of nations, organizations, and professions. However, few studies have directly examined leadership in public relations. To deal with this knowledge gap, the Plank Center for Leadership in Public Relations, at the



Fig. 4 Teamwork

University of Alabama USA in 2005, has begun to build a research-based foundation of knowledge in this area. To date, 16 leadership studies have been carried out through the Center, involving surveys, interviews, and focus groups with nearly 3,900 PR practitioners, educators, and students; and they have identified nine qualities, or principles of excellent leaders, which ones are:

- ✓ Lead by example: they model the way through two-way communication and exemplary behaviors. Senior leaders said that role models and mentors exert the greatest influence on practitioner beliefs about leadership qualities and values. Young PR leaders suggested that "leading by example" is a crucial quality of excellent leaders.
- ✓ Participate effectively and credibly in strategic decision-making in organizations. Strategic decision-making capability is the most important dimension of leadership, according to senior practitioners: the ultimate PR leader is a valued strategic counselor who's engaged in key decision-making moments.
- ✓ Exemplify a strong ethical orientation and set of values for doing the right thing and practicing professional standards at all times. Ethical orientation touches every aspect of practice and is crucial to individual reputation, organizational success, and the profession's image. PR students defined leadership primarily through an ethics prism, emphasizing trustworthiness and strong values.
- ✓ Possess complex communication and rhetorical skills. We take this knowledge requirement for granted, but research reveals the multi-layered nature and complexity of this capability and suggests four levels of knowledge and skill. These include a basic *technical skills level*; a *strategic level* associated with planning; a *relational level* emphasizing interpersonal skills; and a *political level* requiring rhetorical and persuasive communication skills.

- ✓ Possess clear self-knowledge that guides successful interactions, formation of relationships, and self-development. Self-knowledge--knowing the strengths and limitations of one's character, skills, and knowledge--helps guide successful decisions and enables practitioners to interact more effectively with others.
- ✓ Possess a strong desire to lead. Individual initiative and desire to lead may be fundamental to excellent leadership over the long term. The desire to lead is a rich, continuing source of energy, power, learning, and determination.
- ✓ Employ transformational and inclusive styles of leadership that are sensitive to context and individual needs and differences. Surveys show that PR professionals strongly prefer transformational and inclusive leadership styles.

Transformational leaders have a vision for the future, motivate change, and inspire others. *Inclusive leaders* collaborate, share decision-making, and engage in participative processes. Both styles are more effective in gaining trust with employees, managing hopes and frustrations, and resolving conflicts.
- ✓ Demonstrate passion for the work and the profession that encourages and inspires others. Passion for work and the profession may be the lifeblood of leadership. Exhibiting passion and positive energy brings projects to life, spurs hope, and builds esprit de corps. Excellent PR leaders fully engage in the challenges of leadership on the job and often in the community and profession.
- ✓ Serve as agents for change and for helping to create a culture for communication. PR leaders may be most effective in open communication environments and when organizational leaders support and model ethical behaviors. Thus, excellent PR leaders push back on restrictive or closed communication environments and inappropriate behaviors for the benefit of employees, the organization, and the profession.

Leadership on Public Relations' specialists should combine all these qualities and skills on daily tasks to work and contribute to the transformation of the company, through change of ideas and thinking in order to get more productivity.

The Ten Commandments to people management public relations



Fig. 5 Forcework

All people should manage with principles, bonds and personal traits; each one adapted to one's own education and formation. These are the commandments of the qualities public relations specialist should possess:

- ✓ A flair for writing and public speaking with an ability to communicate ideas effectively.
- ✓ Strong reading habit and curiosity for forceful words.
- ✓ Adequate knowledge of all mass media.
- ✓ Good organizing and social skills at all levels of society and business.
- ✓ Cheerful and courteous.
- ✓ Infinite capacity for taking pains & doing hard work.
- ✓ Persuasive skills by wise reasoning.

- ✓ Sense of curiosity about people, things and places, together with an ability to conceptualize situations and understand public moods.
- ✓ Good imagination with lively inquisitive mind and healthy sense of humor.
- ✓ Honest & sincere.

Knowing the importance of PR on business is vital to organizations; all professionals should know and develop skills that they considered fundamental to obtain results favorable results for the company.



CHAPTER 2

Management of Public Relations on institutions

PR joins presence, communications, media, and a lot of aspects in order to help the company show the public how it works. Presenting your organization, informing what you do to, and keeping a close communication with your employees, customers and the general public will enhance the quality of your public relations. Begin by training your staff to increase their knowledge about objectives of the institution, award their skills, providing a labor environment where they feel happy and a job which they feel identified with. This will encourage the rapport of communication flow and will be reflected on quality customer service.

An institution should have a public relations department, in charge of managing all these aspects because from there will come out a plan suitable to be practiced by all members of the company.

Enhancing PR on organizations should be your clear purpose, so on this chapter, I will demonstrate why public relations are important in the office, how to deal with employees, how to make our office welcoming for visitors and staff behavior in customer service, and the importance of getting a good public opinion for a good service provided.

Why are Public Relations important for your office?

As mentioned before, an objective of PR is to create and keep a positive image of the organization to the eyes of the public. In a work field, every day you see people that visit offices to request different services. It is very important to show your work, behavior, organizational culture to the public, from within. Staff perception about the company will be a positive one when they realize its welfare and work needs environment are fulfilled.

All organizations need to be trusted and supported first by members of the team work. People who contact you by phone or arrive at the office will expect to be waited on helpfully, friendly, efficiently and professionally by staff. This means that the phone and

office are two of the most important areas where you should create a positive image.

If interaction with the public is bad, it can have a devastating effect on the organization's image. It is much easier to build an organizational culture which involves the employees; and that is being transmitted to the customers.

Every person in your organization should understand the importance of rapport with public and know what role they should play to promote a positive image.



Fig. 6 People meet with customers. They inform them about project

Dealing with office partnerships

Nowadays people stay at work forty hours or more, and they should build rapport with co-workers in order to develop activities together and contribute to obtain a final product.

Currently, applying good human relations, behavior, dealings, customs and education is worthwhile to promote and develop to have adequate interactions with the others.

Office' relationships, partnerships, from much acquainted to more formal ones, have an impact on the office environment and the overall productivity in the office. Each person focuses your personal goals to get common objectives with your company. Seeking to involve with your partners, they also have objectives and working together obtain personal benefits and company.

In the next lines, I will exposure important principles and meaning that staff in an office should grow:

“Work in pairs” It is important to learn to work with our partners. You when are thinking to look for a job and to be employee in any company, you should be conscious that will involve with others people, include to join ideas, projects, etc. Each one will have specific tasks to eject and of each one will depend on a new task to continue or finish a product or service. Team work strengthens and joins employees when each one efforts and do part of it. If everybody together to face and seek solutions to the problems, you will obtain good and best results. Relationships with people at the office can have some rewarding moments, not only in money but also in promotions.

“Excellent communications” A team works always keep close rapport with all members. It is very important an internal communications, and what people involved to know each pass, task, to follow. This you will help to transmit and show a job organized to clients and general public.

Training and prepare and show capable.

Permanent training is essential. You should strengthen yours knowledgement to all nivel, to get involved on subject of company, look for solutions to large scale, to improve strategies, plans, in common benefits for you and firm.

Its relevant in this case, an rewarding of Executives and Managers of a company to effort

and commitment enhances a compromise with staff, which will be reflected on good which will be reflected on good service to customer and they are satisfied.

It is important to invest on training and employees’ professional development. Training staff is the first step.

Giving acknowledgement (not only monetary) can have a really positive impact as well.



Fig. 7 Award effort of work

Problems you can find and recommendations to face them.



Fig. 8 Cordiality, friendship, respect

Relationships with people at the office can have some rewarding moments, or difficult moments, depend of treatment, culture and education of each individual. It is extremely important keeping a good rapport with your co-workers where cordial, honest and respectful ways are evident contributes to an adequate working environment.

It is important not to mingle personal relationships with work because that could result on provoke loss of respect and consideration from your partners. Fighting for common goals and objectives of the organization, builds companionship among co-workers. It is important that they know who to inform about problems without worrying about confidentiality, and perceive the whole team can be affected or cause undue competition between partners.

In order to protect your employment status and know how your partners are is relevant; here are some valuable preventive measures to remember:

Take your time. Gradually increase the time spent with your co-worker so you can see how she reacts to different office situations, and how she deals with the responsibility of mixing business with pleasure.

Give your staff a "trust vow" and recognize their high fidelity to the firm. Share small pieces of personal or business information that aren't harmful to you with them and see if they maintain your confidence. Being able to rely on your partners to be a valuable source for problem solving at the office is an important piece of personal relationships. It can be difficult not to be able to trust colleagues at work.

Be Careful with what you say. Discussing co-workers on a personal level or bad-mouthing

associates is never a good idea. Office gossip can spread very quickly and be incredibly damaging to an employee's work life as well as the entire office environment.

How to make our office welcoming for visitors

The reception area is the first place where people will arrive. Our presentation and attention should be our first impression.

In most organizations clients will spend some time in the reception area before being seen by another person. It is very important that we receive people properly, making them feel comfortable and dealing with them professionally. The reception staff should help people, give them information brochures or refer them somewhere else.

Dealing with phone calls is another really important factor we have to consider when we handle PR. Customers has frustrating experiences or rude attitude when they need this kind of service. It is very important to answer calls properly, because although callers cannot see you, your voice and attention will show the kind of service your organization offers.

These points are very important to the organization and everyone should be aware of them. Managing a good customer at the office will make customers want to come back and give you more credibility. The work at the reception area differs from one organization to the other depending on the type of service that is being offered by them.

This should not create a problem but a standard system to run the reception efficiently; it should be developed considering the following:

- ✓ Make sure every visitor feels welcome and is greeted upon arriving at the reception area. Be friendly and welcoming.
- ✓ Find out who she/he has come to see or what the purpose of the visit is.
- ✓ Find out if they made an appointment. You may find out that the issue the visitor has come about does not need the person they have mentioned. You can just give the assistance and advice there and then.

- ✓ If you cannot help and the culture of the organization is that people are welcome to see visitors at any time, find out if the person they have come to see is available at that point in time. Make sure you do not just send visitors directly without notifying the person who you are sending them to.
- ✓ If the person who is being visited is not available, find out if there is anything you can do to help.
- ✓ You can ask the visitor to wait; if it is worth waiting, offer them something to drink and read.
- ✓ Take the visitor's details and make sure you write them on a piece of paper, visible enough for the reader to see.
- ✓ Assure the visitor that the message will get to the right person.
- ✓ If you cannot give assistance, call a person who can. Never give false information or wrong advice. Always have next to you your organizational brochures, pamphlets and simple documents that will assist you in giving out the right information to the relevant people.

Staff behavior

Our presentation should not only focus at the reception area, all the staff of the company should work and be involved on organizational culture and objectives, worried to know all about business to give an excellent service to customers. Give immediate and accurate information to transmit reliable input to clients.

Knowing the politics, culture and philosophy of the company is a priority.

At this point, it is important to talk about human relations of managing people, employees should involve in company affair, give a quality work to success of organization.

It is vital that executives and staff maintain link, everybody know their priorities, problems, and necessities on job, and also personal nivel. Managers worry about staff, and people feel at ease. An unsatisfied employee might get an unpleasant attitude and could lose commitment with the institution.

Executives should acknowledge and reward good work because that will be highly motivating for employees and will be reflected on positive results for the organization.

The following are examples of behavior indicators which are positive for any organization:

- ✓ Understand the work of the organization and know the answers to common questions.
- ✓ Be thirsty for information, attend staff meetings and learn from others- you should know everything that goes on in the organization.
- ✓ Always speak to people in a friendly, clear and pleasant manner.
- ✓ Always be polite, and never lose your temper.
- ✓ Make people feel special at all times.
- ✓ Be professional and if people have to wait, tell them how long it will take before someone sees them.
- ✓ Greet anyone who arrives immediately and ask how you can help them.
- ✓ If you are busy when someone arrives, do not just ignore them, smile and give them a sign; tell them someone will be with them soon.
- ✓ Do not talk to other staff members while someone is waiting to be greeted.
- ✓ Never get into arguments in front of people in the reception area or gossip about other staff members.
- ✓ Dress professionally in order to project a professional image that is suitable for the people who visit your office.
- ✓ Never disclose information that is private and confidential.
- ✓ Never act offensively - offensive behavior includes smoking in front of everyone, swearing, and making personal telephone calls, speaking very loudly, chewing, etc.
- ✓ Always keep your work station/office tidy so that you have a professional and efficient image.
- ✓ Avoid using the telephone for personal calls.

Environment that we should give:**Fig. 9** Good environment

People stay more time at work than at home, so they should find an ideal environment; it is utmost to count with all facilities and machineries for employees to have an adequate environment. Managers and Executives should provide the environment that employees need.

Relationships with co-workers can be tempting since so much time is already spent

with that person on a daily basis that the jump from work friendly to intimate is relatively easy. The work environment should begin at the office, in the space that you move. Quality life at work refers to all aspects living: where you are, take decisions, having a comfortable and pleasant job, having comradeship, having a secure employment, jobs and tasks. These are some of the necessities to be partially provided by the organizations.

Employee's dependability in the company is priority. It reflects your dedication and attention to know their individual necessities, which will bring best results. When the clients arrive, they should know where to find each department. It is crucial to always be ready to give information and conduct the clients where they need to go.

So, different departments should have illustrated the name of the employees clarifying their services and functions in the institution. Employees should offer personalized attention without showing preference for anyone.

It is very relevant to foresee the following:

- ✓ Put a label outside your office so that it is easy to find.
- ✓ Put a label for reception or waiting rooms.
- ✓ Label all other office doors so that people can easily find the right place.

- ✓ Make sure you have seats for people who have to wait.
- ✓ Decorate the reception area so that it is comfortable and welcoming.
- ✓ Put magazines, books or pamphlets in the waiting area for people to read.
- ✓ Offer people tea or coffee if you can afford it or put a jug with water and glasses in the area.

Public opinion

According to Berthand R. Canadian,¹ *“Public opinion is an expression of a belief held in common by members of a group or public on a controversial issue. The public opinion emanates from an individual’s opinion of members of a group whose views are subjected to the influences exerted by the group until a consensus is reached and is expressed as the public opinion”*.

For public opinion to be aroused there must exist an issue or question about which members of the groups have affirmative or negative views. Public opinion is not simply the opinion of a majority of a group. To truly express public opinion, the belief must be unanimous.

Otherwise, it is simply the majority’s opinion.

The majority’s opinion is not sufficient to constitute to public opinion. The opinion must be representative of the group as a whole. The minority may not have it and they may feel bound by conversion and be afraid to accept the group’s opinion and submit ungrudgingly to the majority.

The principle approaches to the study of public opinion may be divided into 4 categories:

- ✓ Quantitative measurement of opinion distributions;
- ✓ Investigation of the internal relationships among the individual opinions that make up public opinion on an issue.

¹ **Difference between Publicity-Propaganda-Advertising**
 Written by: Prof. Shukla - Posted on November 25, 2005
<http://superindian.net/NewsArticleDetail113.htm>

- ✓ Description or analysis of the public role of public opinion;
- ✓ Study both the communication media that disseminate the ideas on which opinions are based and the uses of those advertisers and other possible manipulation of the media.

In Public Relations a public opinion stands for an importance to keep up an excellent image with the public. Working to offer a quality service to clients is an organizational principle, so they have a valuable opinion or good impression to transmit to others.

Nowadays organizations are managing PR and have more benefits, not only for increasing portfolio of clients, so to keep an excellent image through favorable public opinion. You put more emphasis on customer service, and offer a quality on services, bring a best communication, sequence of information, keep a link with the public without mediators.



CHAPTER 3

Keys to an effective communications on organizations

Communication is the act to transmit information to others through sign interpretation. Communication is priority for any community or group of people because you have the necessity to share knowledge, reflections and feelings. Executives, employees, and customers are all involved in a labor environment in there is interchange of ideas, knowledge, and feelings.

It is important to feed your knowledge to be able to communicate, especially when we want to build rapport with other people in the organization. Tactics and strategies will contribute to obtaining good relationships, satisfy your needs to be informed, and have information available at the best moment.

In the following chapter, you will find key information about communication within the company, from basic concept such as: types of communication, how to communicate with people: seven keys to effective communication; communication skills for business: three components for successful oral communication; effective communication skills for public relations; how important effective internal and external communications is, and what effective global communication is. All these points meet and contribute to fluid information between the company and the target public.

Types of communications

When you communicate with someone not only are you transmitting a message, but you are also supposed to give an answer, and allow for effective interactions. This conversation includes words, gestures, thoughts, and feelings. Communication involves several activities with the objective to inform and persuade other people.

In general terms, you can group two types of communications: Verbal and non-verbal communication.

Verbal communication

Verbal communication refers to the expressions where you use your voice sound to transmit a message. When you greet a client in a warm way, he/she feels welcome. Keeping this in mind, you should take care of the following:



Fig. 10 Cordiality in order to express a message

- ✓ Be exact: You cannot use phrases as: “I will do what I can”. Clients do not understand the term “what I can”. They need to feel security and rely that your message or requirement will be assured.
- ✓ Do not omit any detail; all information provided should be exact. Try not to omit any detail by not paying attention, forgetting or omitting information. For instance, when you say to a client that a product costs certain amount, it is the amount that he/she expects to pay. If additional charges exist, you should mention this with anticipation. Say all details exactly and prevent uncomfortable misunderstandings.
- ✓ Think before talking: knowing the client will help you give him/her your best attention. Think what you will say in case they get angry. Think in persuading them to buy from you. You will help to transmit a real message that you care.



Fig. 11 Gestures when talk with clients and partners

Non-verbal communication

Communication is more than words; which relatively represent a weak channel to give and receive messages. New research shows that in a dissertation, a common personal communication in front of group of people, 55% of the impact in the audience is through

corporal language and gestures, 38% tone of voice and only 7% the content and meaning of words.

A non-verbal communication represents the attitudes, gestures, and predisposition of a person, when you interact with other, for instance when offering a product or service.

Keep customers to company, your pleasant attitude, with a simple spoken language and body expressions to get reliable, keep an effective communication through of get friendship for you and clients to organization. You are first image of firm to clients, you behavior will mark an essential part to do easier the communication channel client-company.

Provide a positive personal image; sell it to the public you aim is to increase customers for the organization. Remember that a positive personal presentation will have favorable fruits; so, a negative image will have the opposite effect.

How to communicate with people: Seven Keys to an Effective Communication

All people communicate, but learning how to communicate effectively requires skill. In order to become successful in business (or any aspect of life), it is important to develop proper communication skills.

For some people, communicating is easy. Some have a natural gift for communicating and a strong sense of confidence or charisma that makes them stand out

Learning about another person takes very little effort. But how does the rest of the population learn how to communicate with others? I'm going to invite you by exploring seven easy steps to follow:

Be confident

One of characteristic that a person should have to communicate is confidence, which

it should show. Confidence attracts others like a magnet because on some level, the attitude shows this person is worth the time and effort. A strong sense should be with you and transmit others. Get to reach the heart of the conversation without wasting time.

When using effective communication, one of the most important rules to follow is to look a person directly in the eyes. People who lack confidence tend to avoid eye contact. Avoiding eye contact shows disinterest or in a worst-case scenario, dishonesty. When two people make eye contact, effective communication is possible. Eye contact also adds credibility to what you say.

Show Interest

People make the mistake of talking too much about themselves. Nothing kills a conversation quicker than bragging on about oneself. One of the best methods to learn how to communicate with people is to get them to talk about themselves instead of making them listen to you. This helps the other person feel more at ease and get his or her confidence. On a more subtle level, it creates a situation where the other person feels obligated to reciprocate. You hear and ask to interlocutor about details of theme what he/she calls or says. You can suggest or give alternatives of choice, etc.

For example: When customers or visitors arrive at the office and should wait to be waited on, you can start a small talk with him/her about their needs or find out a little about services they require. But be careful not to get into personal subjects.

The Art of the Open-Ended Question

Knowing the opinion of others through asking can be a very effective technique. But we should make questions that require answering with more details. Part of effective communication is learning how to formulate questions that make people think, not only limit their answer to a “yes” or “no” response. Be careful though; don't come up with quick, direct

questions. This could make someone feel uncomfortable. A conversation should not be an interrogation. You should start any conversation and finish it; is not convenient to talk about several subjects and not concentrate on only theme. For example: We can talk about the weather or comment on something the person is wearing. When asking someone's name, repeat it immediately. Saying a name aloud helps to keep it in mind. Use the person's name often over the course of the conversation and remember to smile.

Listen Twice, Speak Once

Pablo Golub, author of "It's All a Damn Game" says,² *"You have two ears and one mouth for a reason. Therefore, you should listen twice as much as you speak."*

In relation to people's skills, this means that while the other person is talking we should give him or her ours undivided attention. Don't get caught in the trap of thinking of what you're going to say next, what will happen later that day or any of the other tangents where the mind can wander. Stay focused, absorb the information given, and find a way to follow up with a question relevant to the subject.

Take an active interest on what this person is interested in, and if it is a subject you know nothing about, you can use it to your advantage.

Find out more about the subject. Admit it is not a familiar topic. Would he mind telling you more about it? People love to share what they know. When you discover a person's favorite topic, he will have no problem opening up to tell you all about it.

Knowledge Is Power

Effective communication begins and ends with knowledge. A well-rounded individual is a fascinating one. People who travel, read or are aware of current events are a joy to talk to. The more life experience a person has, the better he or she can relate to others.

²Seven Keys To Effective Communication

By Deb Dorchak - Published July 18, 2007

http://www.lifescrpt.com/Soul/Self/Growth/How_To_Communicate_With_People_Seven_Keys_To_Effective_Communication.aspx
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People who travel have the ability to understand other cultures and people who read a lot often have a head full of topics to discuss and can adapt to any conversation. A person who participates in multiple activities is sure to find common ground with someone else.

Establish a bond and let the conversation flow.

Take a Risk

Another interesting point that Golub makes has to do with self-worth. He says that self-worth is a synonymous for confidence and regardless of rejection; a person's self-worth does not change. All too often, people are afraid to take a chance because they fear rejection. Rejection makes a person feel inferior. In reality, rejection does not change one's self-worth.

You are still the same person, as valuable and important as you were before you entered into the conversation. No one can take your self-worth away from you; only you can do that. Rejection is an illusion until it actually happens. Why spend time worrying about a "what if" situation? Take a chance and keep trying for what you want. It is only a matter of time before you get it. The only way to learn how to communicate with people and to hone your skills is by practicing. Hanging back in the shadows and playing it safe leads nowhere.

Start Small

Learning how to communicate with people takes time to develop and everyone will advance at their own pace. Start small; become comfortable with each of these steps one at a time. At its foundation, effective communication starts with confidence and this is the thread that binds everything else together.

Each encounter helps to increase your confidence and diversify your experiences. A good place to practice these new people skills is the office or in the store. After it has become easier to speak with peers, try talking to people in higher positions of power, such as managers. In no time, the skills you taught yourself regarding how to communicate with people will become second nature and won't require any thought at all.

Nobody ever said learning how to communicate with people would be easy. For some, mustering the confidence required will be a huge step. This is probably the most difficult part, but once you take that step, the rest will fall into place. Have faith in yourself and know that you are as worthy as the next person. Effective communication is an important skill everyone should know, as it is the key to future success and advancement in practically every aspect of life.

Communication Skills for Business: Three Components for Successful Oral Communication

Managers spend a lot of time communicating in a variety of forms, including face-to-face. The observation of the key principles can improve this underrated skill.

According to the authors of *Business Communication: strategies and skills* roughly 75% of all managerial time is spent in verbal one-to-one exchange. Communication is the common thread, which runs throughout every working day. It can take various forms, including:

- ✓ Face-To Face
- ✓ Telephone
- ✓ Information written e.g. emails, memos
- ✓ Formal written e.g. reports, letters, strategies

The richest communication method is face-to-face where the entire range of information, both verbal and non-verbal, is available and therefore where the accuracy of the information can be checked.

There are three key components for effective face-to-face communication and these



Fig. 12 Conversation person to person

guiding principles contribute to the quality of verbal communication and by association, the outcome. These skills are useful within any kind of information but particularly within evaluation, train and team development processes.

Quality of Feedback

Feedback is a supportive process, which should contribute to the reinforcement of ongoing behavior. It can also be a corrective process, which induces changes in behavior.

Both of these roles are beneficial if the following principles are executed:

- ✓ Feedback is given within an atmosphere of mutual trust rather than a culture of hostility or blame.
- ✓ The feedback is specific rather than general, using clear and concise language.
- ✓ Feedback is offered at the right time for receiving the message.
- ✓ Feedback is assessed to check for agreement and acceptance.
- ✓ Feedback should match the ability and authority of the receiver so the key messages can be applied.
- ✓ A balanced level of feedback is provided; it should be neither too sparse nor too overwhelming.
- ✓ The feedback allows the receiver to see him or herself as others see them and provides them with opportunities to adjust behaviors if necessary.

Level of Self-Disclosure

Self-disclosure can be defined as any information offered by individuals about themselves. The ability to communicate in an open manner and without defensiveness is essential to the successful exchange and application of information. Self-disclosure is among the healthiest and most powerful of all communication tools but there are two models which should be avoided:

- ✓ Overly Disclosing Model – in business the inappropriate disclosure of feeling and

thoughts.

- ✓ Closed, Non Disclosing Model – those who never disclose anything, which makes it difficult to achieve successful meaningful communication.

Selective self-disclosure is the ideal model, which helps to improve teamwork and work relationships generally, by stimulating a richer, more significant dialogue.

Listening Effectiveness

Listening is the most difficult skill to learn and often considered a ‘natural’ ability.

Listening requires hard work and participation by all involved.

Approximately 40% of the workday amongst workers is spent listening. There are some essential rules for developing active listening:

- ✓ Search for value and meaning in the message, good listening means being interested.
- ✓ Suspend judgment until the information is received and understood
- ✓ Focus on listening rather than getting distracted by noise or other people
- ✓ Absorb the meaning of the information before responding
- ✓ Rephrase information to check out information and understanding.

The art of communication is often taken for granted and it is easier to understand the principles than to develop the skill required. However, investment in the guiding values of communication will benefit individuals and lead to more effective business processes and ultimately performance.

Effective Communication Skills for Public Relations

Public relations are a fast growing field; every organization, institution and business has a need for public relations. This important role affects whether a business or organization succeeds and prospers. Devoting the time and resources to this pertinent function is a smart and necessary step.

So, you can find out skills does a successful and effective public relation such as:

Writing is the number one skill for all public relations professionals. Whether you are in fashion, health care, finance, education, nonprofit, travel, or technology, if you cannot express yourself in written communications, you are not going to succeed in this field. In public relations, writing makes the first impression--for a client, a donor, an important stakeholder, a consumer and the public. Public relations write press releases, speeches, news articles, fundraising materials, advertisements, newsletters, magazines, annual reports, content for the web, executive bios, product descriptions and fact sheets. As public relations pro, sharpening your writing skills is the best thing you can do to ensure your success. Public relations is all about creating and maintaining beneficial relationships between an organization and its respective publics. PR professionals recognize and develop key affiliations with opinion leaders, prospective donors and relevant stakeholders.



Fig. 13 Conramship between partners

These relationships are important to have and even more important to nurture. The first step in determining what relationships are is essential. It is very helpful to make a list of who your organization's key customers are.

You can then assess each one and the relationship you have with them. Evaluating relationships and knowing how to maintain them is a key function.

Verbal communication is another important aspect. We often see representatives speaking on behalf of a company or institution in times of crisis or controversy. Public speaking is a skill that you might not exercise daily, but you should be familiar with it and comfortable doing it.

Hosting your first press conference is not the time to test out your public speaking skills.

Practicing live interviews or questioning is a great exercise for key administrative officials.

Technology has changed the way people do their jobs in all professions. Public relations professionals are no exception. Because many businesses and organization rely on electronic communications, public relations pros must be up-to-date and proficient on the latest technology. Sending electronic news releases, creating a blog on a company website, and using web video conferencing to reach consumers and customers are essential skills. A public relations practitioner must be aware of what technology is available. Not knowing could put you and your company behind the competition.

In addition to the Internet and social marketing trends, PR people need to be in command of computer applications, such as desktop publishing and content management systems.

Being able to create a professional brochure or newsletter or knowing how to update your website and create new content is a much needed skill.

As a PR professional, it is your responsibility to assess situations and identify risks and opportunities for your organization. You need to have the confidence to make the right decisions with clarity and decisiveness. Solid decision-making skills--confidence, awareness, and assertiveness--enable you to protect the interests of your business and connect with the opinion leaders and public that is important to you. This is more than just reacting to an issue or situation in the news. This is about making smart moves to position your organization in the best manner possible.

Effective Internal and External Communication

The public's perception of a company or agency can be impacted considerably by its external communication, while the job satisfaction of the company's employees depends

partially on its internal communication. Crafting an effective message begins with an examination of several factors.

Answering the Main Question

In a world where people are deluged with thousands of messages each day, their primary question is often "Why should I care?" or "What's in it for me?" Effective communication makes this answer clear to the reader or listener.

Ask yourself what information would be most important to you if you were a member of the audience and make sure your materials deliver these details. Emphasize the benefits at the beginning of your message or materials before adding less-important information.

Simplification

Keeping your communication straightforward increases the likelihood that it will be effective. Target a sixth- to eighth-grade reading level for written materials. Avoid using acronyms, regulatory terms or jargon. Delete words if an average person you stopped on the street would not know their meaning. When preparing written materials, keep sentences short and break up copy with headings and graphics. A page full of text is not appealing to potential readers.

Methods

Make information available to customers and employees through a variety of formats. News releases, text messages and e-mails can be used to communicate urgent information, while newsletters can be an appropriate choice for content that is less time-sensitive. A website is vital for communication with external audiences, and a well-organized Intranet that displays news content and practical resources can be very helpful for employees. Incorporating video presentations allows you to appeal to visual learners an

offer new perspectives or details. Holding meetings with employees or the public offers face-to-face interaction that can build credibility and make audiences feel valued.

Timeliness

Information that your customers need to know should be communicated as quickly as possible. When your audience learns information from the media instead of directly from your organization, there can be a perception that you intended to hide the information or that you do not truly care about your audience. The Centers for Disease control notes in its crisis communication handbook that two of the most serious mistakes an organization can make when communicating with stakeholders, which are providing information that is too little and too late or coming across as arrogant and not valuing stakeholders. These thoughts are summed up in an agency slogan: "Be first. Be right. Be credible."

Transparency and Frequency

Employees and the public are often suspicious of corporations and government agencies, but you can build trust by increasing the transparency of your messages. Executives should be forthcoming with bad news and be willing to express the regret they feel about difficult circumstances. Sharing the reasoning behind difficult decisions may also build understanding.

"When you reveal damaging information you didn't have to reveal, you earn a reputation for transparency," says Peter Sandmann, a risk communication expert and corporate consultant. Customers and employees should not just hear from you when the news is bad. A monthly newsletter or quarterly meetings can keep employees informed about company activities, while articles on the company's website and opt-in e-mails keep customers in the loop.

Effective Global Communication

Global communication, also called intercultural communication, refers to communication between cultures. For international businesses, effective global communication proves to be an important aspect of business communication.

The importance of effective global communication in international business can be illustrated by the role communication holds in the workplace.

Business communication proves to be an important element of teamwork, negotiations, management, and meeting deadlines.

Characteristics

According to the website Kwintessential, a company that offers multilingual services, characteristics important to effective intercultural communication includes open-mindedness, curiosity, patience, and self-awareness.

Knowledge

Additionally, knowledge of other cultures aids in effective global communication. Kwintessential notes this knowledge can be obtained through research, intercultural communication training, and personal experience.

Translators can be helpful for overcoming language barriers in international business. Ann Arbor, an online media company, advises that you talk slower and be patient when dealing with a translator.

Benefits

Practicing effective global communication increases your ability to achieve your international business goals, according to Kwintessential. On the other hand, poor intercultural communication can be a major factor in a business deal falling through.



CHAPTER 4

How we get an excellent client attention?



Fig. 14 Good attitude for attending to clients

It is relevant for business to provide an excellent image of service. It is not enough to give a service, it is also important to be aware of the quality in offering it. Customer service and personalized attention take an important role in this part, so people on this field should be trained and increase their knowledge about how to best wait on to customers. An excellent communication promotes immediate, effective information in benefit to business and clients.

A good service contributes to an excellent public opinion and provides customers reliance in institutions, which assures keeping their business for the future. It is necessary to project a positive image, so the first impression counts. Clients expect their requirements to be pleased.

This chapter will address customer service, its importance, whose your clients are, types of clients, dealing with complaints, etc.

What is customer service?



Fig. 15 Predisposition to attend to the public

The success of a company depends on customer demand. They are the main actors and the most important factor involved on business. If the company does not satisfy their needs, it will have a very short existence. It is pointless for the product or service to be of good quality, competitively priced and well presented, if there are no buyers.

The main objective of every entrepreneur is to make sure their customers know and understand that the product or service can be defined and adjusted to cover their need.

Everyone who works within a company makes contact with people; each one is identified by the tasks to do. Statistically it is proven that customers buy good service and good attention depending on quality and price. Providing good service is not enough if the customer does not perceive what you are interesting in cover your requirements and satisfy your necessities. To these you should take into account the following aspects related to public attention:

- ✓ **Courtesy:** Many customers are lost if they deal with impolite staff. The client always wants to be welcome, to feel important and perceive that one is useful.

We must always show a friendly and cordial treatment to all our customers, making

sure they know we are there to serve, and are interested in their satisfaction. We have to keep in mind that showing a genuine interest should not be forced or artificial, since the customer usually notices it and may feel disturbed or uncomfortable.

- ✓ **Prompt attention:** Nobody likes to wait or feel that is ignored. If a customer arrives and we are busy, we should say something like, "Be with you in a moment."

Dedication and immediate attention are main tools to start possible solutions to issues that may appear.

- ✓ **Reliability:** Customers want their shopping experience as painless and risk-free as possible. They hope to find what they want or have someone to answer their questions. They also hope that if they have been promised something, this is given to them.



Fig. 16 Reliance to negotiate

- ✓ **Personal attention:** Give a good service or attention to all customers. Whenever possible we should seek to offer personalized attention to the customer, making them feel unique and special. We strive to provide a good service to each and every one of our customers, we must not have preconceptions with a client, as there are no small clients, and all should be treated equally. Also, we must not only worry about looking for new customers, but also to keep the ones we already have, which will make our business grow.

There are several ways to offer personalized service:

- ✓ **Staff well informed:** Train and motivate staff. All our staff should be trained in providing good customer service from the person in charge of the door, to the

general manager. We must also keep our staff motivated and satisfied, thereby, without even intending to spread all motivation and customer satisfaction. The customer expects to receive from employees a personalized service, complete and secure information regarding their needs.

- ✓ **Sympathy:** The business transactions with the customer should not be cold and distant, but instead respond to their needs with enthusiasm and warmth.
- ✓ **Never says “no”:** And finally, we must never say "no" when a customer asks us for something; we must always be willing to make exceptions and not follow the rules so radically. We must always be ready to accept any request, but always saying "Yes" sounds convincing, showing no doubt. If the customer asks for something we do not have, we do not say no but say, for example, "do not have it now, but soon we will achieve."

Why is good customer service important?

Good customer service is important as it is easier and cheaper to keep existing customers happy than finding new ones. The right choice of words is a powerful method of marketing and a happy customer will most likely refer their friends and relatives to a company that they have had a good experience with.

They will probably also be loyal and keep coming back. On the other hand research shows that an unhappy customer will tell a minimum of nine other people about the problems they have encountered. Spreading bad news in this way undermines a business and damages its reputation.



Fig. 17 Excellent client attention

Most companies have a customer service team who will be responsible for dealing with customer complaints and queries. However every member of the staff needs to take ownership of customer care and be proactive when dealing with customers so that problems do not arise.

Under-promising and over-delivering is an often cited way to manage expectations and can be applied when dealing with internal colleagues as well as external customers. When working with or serving others we should put ourselves in the customer's shoes and think 'how would I like to be treated in this situation?' and then put that in action.

It is not just about day-to-day activities; customers should come first in everything that an organization does and this starts with business plans and policies that are customer-centered.

For example, companies should be asking themselves: Are we providing products or services that customers want? Are our systems and processes built around our needs or the customers?

Customers must also be considered when setting internal targets and key performance indicators (KPIs). A call center may want to reduce its call waiting times and so target employees to keep calls short and answer the next call as quickly as possible. However this can have the knock-on effect of call handlers rushing calls and processing people rather than serving them. This means that they may miss opportunities and not provide extra information that could help the customer.

A fast service can be at the expense of a quality service so things like this need careful consideration.

Training is also very important. Every employee must be aware of their company's customer care values and be empowered with the knowledge, resources and skills to provide excellent customer care. There are many customer services courses available to help businesses train their staff. This can help give employees listening skills to understand what the customer wants as well as how to manage expectations and say 'no' when necessary. At the end of the day the customer is the only person that can tell you what they want and how well you are doing at providing that. This makes research perhaps the most fundamental thing in providing good customer care.

Focus groups, surveys and testing panels are good ways to get to understand the customer and what it is that they need and expect. On-going research into satisfaction levels is also vital to give a company a feel for how it is doing. Mystery shopping and customer satisfaction surveys after the completion of a service or sale are useful tools, that once completed can be updated and used to set targets and measure performance against.

In conclusion, personalized and careful customer service, supports how reliable you appear for your clients because they feel that you worry about them. Train and prepare all your staff to ensure a quality service. This may seem like a long-term investment, but good opinion from satisfied customer will spread widely and you get to increase your profits and your portfolio.

Knowing your customers

Depending on behavior, customs, and education of individuals, they will adopt diverse ways to express their contempt or satisfaction of a service or product received.

The following list will show the different kinds of customers' characters:

The argumentative customer: They are aggressive by nature and probably never agree

with your point view, so they discuss and provoke stress. We must not fall into the trap.

Some tips that are helpful to treat this type of customers:

- ✓ Request feedback.
- ✓ Speaking softly but firmly.
- ✓ Focus the conversation on the point of agreement.
- ✓ Count to ten or more. It is important to keep quiet. Take care of discussing with the clients.



Fig. 18 Angry client on a phone talk

Always look for solving requirements and they are satisfied with services.

The angry customer: When it comes to such client one should not disregard their feelings saying "There is no reason to be angry." This will make things worse.

Some ways to handle the situation are:

- ✓ See beyond the anger.
- ✓ Do not get defensive.
- ✓ Do not get involved in the emotion.
- ✓ Do not cause more irritating situations.
- ✓ Defuse the feeling of anger.
- ✓ Do not promise what cannot be met.
- ✓ Analyze the problem in depth
- ✓ Be supportive
- ✓ Negotiate a solution

The talker: These people may occupy much of our time as they like talking about different topics, including their personal life. Do not try to get rid of him at once; you must show interest and have a little patience, since the real reason for their behavior is that they are alone.

Offensive customers: The first thought that comes to one's mind when dealing with this kind of individuals is putting them into line. DO NOT DO IT! It is best to be nice, exceptionally nice. This disturbs and depresses the level of confrontation.

The unhappy customer: He enters into a business and makes statements like: "I'm sure you do not have what I want." These people do not necessarily have a problem with us or with the company; their conflict is with life in general. Do not try to change them, but rather seek to improve the situation, be friendly and supportive, seeking to collaborate and meet their needs.

The one who always complains: There's nothing they like. The service is poor; prices are expensive, and so on, etc. We must assume that it is part of their personality. Try to tell real from false complaints. Let him talk and vent; try to bring a solution considering the main theme.

The demanding customer: You will be interrupted and requested immediate attention. This reaction arises from individuals who feel insecure and thus believe they have more control. They should be treated with respect but not agreeing with their demands.

The flirty client: Hints, comments in both directions with sexual implications may come from men and women. In this situation you must maintain a calm attitude, and act professionally at all times. Help them find what they want as fast as possible.

The indecisive customer: Be patient, help them, and avoid questions where the answer has to be too elaborated. Suggest alternatives and assist in the decision.

It is important to offer a professional customer service keeping in mind not to get involved in dilemma with clients complaints. So, avoid being in a situation that compromises your workplace, personal reputation and more importantly, the company.

Dealing with Customer Complaints

When a customer contacts your company to complain about a product or service received, it can be a blessing in disguise. For every person who complains, there can be hundreds who do not bother to complain but who also spread negative comments about your company.

In situations where customer complaints occur, the complaint must be dealt with immediately and the cause of the complaint rectified. Some companies are not concerned about quality and often ignore complaints or deal with them dishonestly. Seeking customer satisfaction benefits a company in the long run.

Dealing with complaints

When the customer pays for a product or service, it is assumed that the product will work correctly or that the service received is as promised. Ideally, the customer will be satisfied, and there will be no complaints.

If there is a problem and the customer complains about it, your company should quickly answer the complaint and solve the customer's problem. This is often done through your company's customer service activity. But also, you need to follow up and improve your business processes to rectify the problem. For this it is necessary to know the following:

Solve and rectify the problem. You need to immediately answer the complaint and solve the problem. It may consist on giving money back, exchanging a product or service, doing some repair, etc. The second thing a company should do upon receiving a complaint is to seek to rectify the problem. Although a company hopes not to get complaints, they often can be a blessing in disguise. Sometimes problems can be caught and fixed before they cause serious negative feedback or even legal problems. It is in the company's best interest to solve any problems and try to make sure that they don't happen again. It is foolish for a company not to use customer complaints to initiate a corrective action.

Give special gifts to apologize. To make sure the customer is completely satisfied; companies will provide other special service or a reduced price on another product. This is done to assure the customer will come back for more business. Many organizations have generous return policies to satisfy unhappy customers.

Dishonest customers: Unfortunately, there are dishonest customers who will make false claims and tell lies to get extra benefits. Since it is often difficult to tell if the complaint is valid or not, the company will follow the adage, "The customer is always right."

But since some dishonest people can misunderstand this policy, it is recommended to identify this type of clients in order to avoid being cheated.

Benefits of satisfying customer complaints

There are numerous benefits for a company to properly deal with customer complaints.

Satisfied customers.- First of all, it will help to satisfy the customer, so you will keep their business or get favorable referrals. In fact, in some cases, effectively dealing with a

customer complaint can lead to a more loyal customer than others who may not complain or have problems.

Rectifying problems.- Another benefit of dealing with complaints is that you can see weaknesses in your process or products that can be rectified. This will prevent possible future complaints or problems down the line. It is an effective form of customer feedback, although one you hope to eliminate.

Major concerns about complaints

For every formal complaint you receive, there may be 10 other customers who were dissatisfied and who felt like complaining, but never did. Instead, they change brands and tell their friends of the dissatisfaction. It is said that an unhappy customer will tell 13 people about his or her dissatisfaction. That is not the type of word-of-mouth advertising you want.

The company goal should be to get no complaints at all. Quickly and properly solving customer complaints can help your business grow and prosper. Ignoring complaints or dealing with them in a dishonest manner can result in loss of business or even lawsuits.



CHAPTER 5

Research Report on Public Organizations

INTRODUCTION

Nowadays businesses are trouble of giving personalized attention to clients and pushing them to invest on their business. They apply strategies according to their activities, developing each one to align with their goals. Publicity and campaigns are part of a plan to get customers and persuade them. The communication between these parts should be fluid and close because that will guarantee the adequate exchange of information for both parties which will help them reach their goals.

Not only should you think how to address people, it is also important to think of the way how you will do it. Use empathy and sympathy; in order to help are virtues to acquire and develop. It is essential to give prompt attention to procedure. If public institutions as part of their objectives, wish to offer service to the community, they should work in that scheme.

OBJECTIVE

The objective of this report was principally to demonstrate what methods and strategies on Public Relations improve services and treatment with clients on organizations. Part of this objective is to show that organizations Peninsula Santa Elena is improving activities to a good client attention and so yours actions of services are better each time.

STATEMENT OF THE PROBLEM

A popular concept is that public institutions in general do not offer a good customer service because people in these public dependence waste time to do one task, and more they do not give a solution to requirements. A clear example that illustrates the poor customer service quality on public institutions is when visitors arrive to request a service, they do not treat people cordially, and people need to solve their problems connected with the Municipality. Our willingness to offer quality customer service is equivalent to satisfied visitors coming

back to the company. All executive leading institutions should know the necessities of their firm. A Public Relations Department should establish to manage this field with strategies, plans, and activities that involve communications, address and training to their staff so they deal with customers and public in general in an effective way.

The purpose of this work is to show what public service in public institutions of Santa Elena has improved based on good public relations.

THEORETICAL FRAMEWORK

A more comprehensive definition of PR is to maintain a responsibility and analyses to inform to the public, which determine public attitudes; to identify and interpret policies and programs of an organization; and project actions to secure the client's goodwill.

An excellent PR professional assess situations, take risks and opportunities for your organization, protect interests of your business and connect with the opinion leaders and public. Also, it is really important to have a good behavior, from welcoming with a smile to a hand shake. Manage good human relations and an exemplary social conduct.

A good public relations professional should make sure not to apply the following negative points:

- ✓ Hard to listen, easy to talk.
- ✓ Hard to agree, easy to find faults.
- ✓ Hard to forgive, easy to nurture a resentment
- ✓ Hard to see the whole picture, easy to highlight a small section of it.
- ✓ Hard to appreciate the detail, easy to generalize.
- ✓ Hard to co-operate with others in tackling a common problem, easy to attack the others and thus make the problem worse.

- ✓ Hard to be committed, easy to be stubborn.
- ✓ Hard to speak up when keeping quiet is difficult but right.
- ✓ Hard to give, easy to take.
- ✓ Hard to say "sorry", easy to bluster.
- ✓ Hard to be magnanimous, easy to doubt the motives of others.
- ✓ Hard to negotiate, easy to break of.
- ✓ Hard to be patient, easy to ignore.
- ✓ Hard to love, easy to hate.
- ✓ Hard to build, easy to destroy.

METHODOLOGY

The sources of my research are the public institutions in Santa Elena Peninsula, including interviews to the Director of communication and Public Relations.

This work includes notes and observations made while visiting each public institution. It is important to focus positive changes in this field; the customer services acts cordially and professional.

HYPOTHESIS

Wrong customer service harms the company. People's behavior is observable through their rapport with others. Sometimes clients will have to spend a long time with executives; So, you have to manage your time, customs, behavior, and education wisely to build rapport with them.

The purpose of this work is to show that relations have improved in institutions of Peninsula. They are practicing a good manage of strategies on PR.

DESIGN

I used some methods like exploratory information which will show that they are doing a

good use of human relations with employees-partner and clients.

A questionnaire about Public Relation was presented to Directors. Information was collected, analyzed. I present the results which, I hope will contribute as sample for other professionals, businessmen and executives of companies.

DATA COLLECTION

QUALITATIVE FINDINGS

The questions were answered by: Lcda. Sonia Carvajal Yagual, Chief Public Relations-Gobernación de la Provincia; Lcdo. José Daniel Villao, Director de Comunicación Social y Prensa-Consejo Provincial; Lcdo. Tito Carrera and Joffre Paredes, Chiefs of Public Relations-Gobierno Municipal de Santa Elena and La Libertad, respectively; Lcda. Megui Ordoñez -Directora de Comunicación Social of Dirección Provincial de Salud (DPS); Lcda. Alison Armijos Triviño, Directora de Comunicación Social y Prensa of Dirección Provincial de Educación DPE; and Lcdo. Henri Coello-Chief of Public Relations Corporación Nacional de Electricidad CNEL.

They were interviewed to comment about their experiences in PR.

Gobernación Provincial. They have a general plan of activities which is joined to local necessities to service of community. Staff is training permanently in all areas, especially on PR to public attention.

Consejo Provincial. They are conscious of importance of PR to improve communications and rapport between people within office. They work with a POA and their daily activities. So, to keep the community informed.

They evaluate public projects and activities through service to community.

Citizens are vigilantes of actions by the Municipality workers and they expect a positive response.

The Municipality is obligated to maintain informed to the community. They have projects, I was informed that the Municipal staff, diffuse by videos their activities to public. Municipality main workers accept suggestions of public to improve, if there are errors correct them. They are conscious training staff and reliance to help to develop a quality of work and reliance in teamwork.

Municipalidad Santa Elena. They maintain a link with community through media communication. Manage a good treat to public. Each department of IMSE gives an immediate solution to requests from community. They consider that a continue evaluation although that a project is finished, it is important. This way the community will feel the interest of Public Institutions in giving service. Municipality workers will accept suggestions given by them. It is important change strategies to improve the job diary. They call this process: “Socializar”: to work directly with community. They plan their activities in coordination with all departments to keep a communication fluid between the municipality staff and community.

Municipal personnel are a professional teamwork in constant training to deliver quality job.

Municipalidad La Libertad. They manage in reserve yours strategies. The municipal personnel feel that they should work to serve to the community. They use radial media, proper newspaper municipal to keep a close communications with the public. They consider important encourage to their employees, realize integrations, sport play, etc., activities to motivate to staff to they feel happiest and get to give a best job. They have weekly meetings with all departments. Everybody expose their activities, evaluate, change strategies, etc... Applying PR nowadays is priority.

Internal evaluation is tried by Alcalde. He will send a ghost client to know the attitude of each department if Alcalde receives negative answers, there are calls of attention.

They consider that each institution, each person should autoevaluate, because we should,

recognize our errors and rectify them

Dirección Provincial de Salud. They are constantly planning activities, put in practice and reviews activities by getting new and set, and evaluate phase. They consider important review errors and rectify. They involve in your activities plan subjects of public health in general and help to welfare of population. The community controls every activity.

An proper evaluation also is consider important to improve your internal job, accept suggestion to improve and look solutions, They are conscious that practicing human relations beginning at home is transmitted to others, to get an excellent treat between partners will show to the clients. Staff of DPS has a permanent training on customer service to give good service to the clients.

Dirección Provincial de Educación. They consider that communication with public is priority, to maintain a direct contact with community- informing them. Nowadays in Santa Elena Peninsula there are media (TV, radio, newspapers) and keep an close communication with your field job (schools, highschools, teachers and students) internal and external with the national government , their activities are informed in bulletins, murals, photographs of events. Central Government train to staff to each job area, good attention to clients. They consider teamwork, camaraderie between partners to transmit to other people. They have politics continuous learning, every day human beings learn and give the best.

Corporación Nacional de Electricidad CNEL. Like company of services their objective is optimize services, to satisfy necessities clients, assure a good service, keep a link communications, (invoices deliver customers). They receive claims, suggestions through windows client attention, with a personalized service of guide and information to the public. As public institutions manage state politics, activities are coordinate with government, are evaluate on based results, each department, if there are errors, then it is moment to correct them. Managers are conscious training staff.

ANALYSIS

When visited each institution to interview to the functionaries, observe that exist cordially in treat to clients and visitors, – I also converse with visitors to the institutions, for example Municipalidad de Santa Elena, as all civilities know public functionaries are elected by vote population; then exist ideas in each person that when they do not attend in its necessities is because they are not of lead political of Alcalde, etc. But I think that civility should change their way of thinking by analyzing what Alcalde and his staff are doing for the town. Also, you should wait for services. More people are exaggeratedly exigent and want what others act as them, which not always occurred, then is good grow you patient to wait, too. But when have a sense contrary, is saying if functionary is whom do not give a good service of attending, then recommendation is demand with superior or supervisor; do not discuss.

All public institutions which was taken as source to this research, manage Public Relations each one with a plan and strategies different, but also to same time with a factor common communication with the community to keep informed. They as public server is submitting to a population, count with support financial, capacitation of national government because it is a national conscience application of Public Relations to develop with success activities throughout of a good communication.

Strategies applied should be evaluated, also they manage this scheme of evaluation, so they are conscious that a change, innovation, a new strategy can be replaced to improve activities diaries. Recognize mistakes to replan, reorganize, and rectify them.

PR is still national concise, businessmen, executives and functionaries are conscious and recognize benefits that provide its application. From keep a communication close with your visitors to both is aware, until preparation of staff to give an excellent service.

GENERAL CONCLUSIONS:

- ✓ Public Institutions of Peninsula is applying PR in its activities.
- ✓ Its activities and projects is improving service to community.
- ✓ Community is responding positively and is satisfied in majority with the service, but they also recognize small percentage of unpleased and that it is a goal reduce and change to positive.
- ✓ They are conscious that good communication internal with staff to improve dealings to public, because an employee satisfied is spokesperson of that treat and capable to show to the others.



APPENDIX A

INTERVIEW TO CHIEF PUBLIC RELATION OF PUBLIC INSTITUTIONS OF SANTA ELENA PENINSULA

Objective:

- ✓ Show public relations are improving in order to provide good public customer service in Santa Elena Peninsula.

1. In your institutions... Which public relations strategies do you use?
2. Do you establish a plan to use strategies on Public Relations? If so can you explain the plan?
3. Do you evaluate the strategies you use to provide a good customer service? How do you do it?
4. Do you change strategies continuously?
5. Do you count with support from the government on this field? Please specify
6. Who elaborates the plan?
7. How is this plan evaluated within the institutions?
8. Do you have an internal and external evaluation? What criterion is applied on each case?
9. Are you conscious Public Relations influence on how well customers are treated?
10. Could you determine, before and after of using of strategies to a good treat to the clients?
11. Have you ever had to change or train the staff on new strategies on Public Relations?
12. If you had to give a percentage... which would it be to grade the before-after application of Public Relations strategies?
13. Knowing yours clients... How do you evaluate customer satisfaction of a good service?
14. Talking about positive results, which will be your recommendation?
15. Talking about negative results, which will be your recommendation?

ENTREVISTA

JEFES O ENCARGADOS DEL DEPARTAMENTO DE RELACIONES PÚBLICAS. INSTITUCIONES PÚBLICAS-PENINSULA DE SANTA ELENA

OBJETIVO

- ✓ Demostrar que las Relaciones Públicas en los servicios públicos de la Península de Santa Elena, está mejorando las actividades para el buen servicio al cliente.
1. Dentro de su organización, ¿Cuáles son las estrategias de relaciones públicas que utilizan?
 2. ¿Manejan un plan establecido para el uso de estas estrategias? ¿Nos explicaría ese plan?
 3. ¿Evalúan ustedes las estrategias utilizadas para un buen servicio al cliente? ¿Como lo hacen?
 4. ¿Cambian sus estrategias periódicamente?
 5. ¿Cuenta con la participación y apoyo del gobierno nacional dentro de este tema? ¿Desde cuándo?
 6. ¿Es el gobierno, el que establecen el plan o ustedes lo elaboran?
 7. ¿Cómo es evaluado el manejo de este plan dentro de esta institución?
 8. ¿Cuentan con evaluación interna y externa? ¿Qué criterios respectivamente?
 9. ¿Están conscientes los personeros de esta institución que las relaciones públicas inciden en el buen trato a los clientes?
 10. ¿Podría determinar usted, un antes y un después del uso de las estrategias públicas dirigido al buen trato al cliente?
 11. Esta institución ha tenido que cambiar el personal o entrenar con seminarios/talleres al personal antiguo sobre estas nuevas estrategias?
 12. Si tuviere que colocarle un porcentaje, cual sería al calificar un antes y un después de la aplicación de las estrategia de la RP?
 13. Conoce a sus clientes, ¿Cómo evalúan ustedes la satisfacción de un buen servicio dado?
 14. En resultados positivos, ¿Cuál sería su recomendación?
 15. En resultados negativos, ¿Cuál sería su recomendación?

These are results of each interview:

GOBERNACIÓN DE LA PROVINCIA DE SANTA ELENA

They work with a staff trained on field of PR, Human Relations and leadership, which they have allowed the application of daily techniques and strategies to give on customer service of quality. They manage a plan established by the national government and include requirements of the peninsular population. All staff is conscious that tasks and attributions always should be focused on fulfilling customer satisfaction.

Gobernación works in an inter-institutional way (authorities and population), coordinate and promote an efficient communication, his strategies is to hear requirements and carry out activities, always involve to the parts and to find a solution, which is a way of evaluate themselves.

They have an external evaluation by State General Treasury Inspector's Office on all aspects. These include financial and coordination aspects that favor productive activities with employees through weekly meetings; coordinating, planning, etc., to evaluate and to reward activities and skills of the staff.

They are conscious of the importance of Public Relations on the work communitary, relying on the capacity of their staff to offer quality and personalized service.

Province Government, consider in positive results that a good public server get to give their support to community when is worrying to attend necessities of community.

They get to give ethic principles that characterize to human beings.

CONSEJO PROVINCIAL DE SANTA ELENA

Public Relations permit to rapport, communicate internal and external on institutions, to carry on message to community. All people manage public relations in diary live; to be in contact with people, institutions use media communication.

They also work with POA and an Administrative Organizational Plan, which is

developed join to other departments, have like objective communicate activities, transmit image of institutions and show Municipal administration is interesting in progress of region. Also, they have a plan presented in electoral campaigns, which to do by step and adjust to necessities communitary.

They evaluate their strategies internal through a survey by poll because is the public who qualify and verify a job. They are always evaluating, so nothing strategy is perfect, consider mistakes and better them. They receive support government, because as public institutions give public services and cooperate with population.

Patricio Cisneros-Prefecto Provincial has vision and knows importance of training to staff in areas of competition. So, receive courses and seminaries in academic areas, such as: SENRES, CONCOPE, Contraloría, and others government institution.

To internal evaluation. Politic institutional is to do and develop plans by relations job in different departments or areas, so they have introduce a system of internal mail to keep communication with all departments and they are aware of all activities to province. Also have a simple plan with projection of images by television to inform in rural activities that Consejo Province is ejecting. External evaluation correspond to community, they are satisfied when feel attended.

They consider, public worker is calling to attend all civilities Ecuadorian and receive them with cordially.

A qualification positive of job is always given by community. They are conscious what do a good work, get results positives. A public institution must act with responsibility in their activity, keep a communication with community, and communicate truth about them. And if it will exist mistakes, then analyze, do again, to improve.

MUNICIPALIDAD DE SANTA ELENA

A strategy, they manage a link direct with community through media communication, a

personalized attention; a good treat to functionaries, leader community or politic, all population in general. They hear their requirements and claims and solve them. People are attending immediately; they feel satisfied by service done.

Government Municipal of Santa Elena works with an Operative Plan Annual. They consider the best strategy is to do continuation of benefits given. Example: Socialize public job, they meet with lead community, they prioritize its necessities.

PR Department manages as relevant strategy; keep a close coordination and communication with departments and beneficiaries of projects.

In score 20. They are considering a qualification of 21 to their strategies, because population has woke up faith and reliance in this administration municipal.

They keep a contact close with government, but manage a plan with autonomy. They have an Annual Operative Plan (POA) with their proper strategies.

They evaluate in base to tendencies, polls, in internal theme to do continuation to the actions and getting excellent results.

They are conscious of importance of RP. They can have the best department (Financial, Development Community, Planning, etc.) but if do not have a PR Department, how could know necessities community, there are not nothing.

They count with capacitate staff, are auto-prepared, each one contributed experiences. They keep a close communication to know tasks, they share responsibilities.

They say cannot give a qualification before, but nowadays Public Relations Department work consolidated as teamwork. They believe to have a 90% civility acceptance, because there are not claims.

Your recommendation in results positives, always are to alert, the base of society is

communication, keep contact with lead of community. The best recommendation, maintain dialogue and prevent errors and if there are rectify them.

And negative results, “begin again”. If there are errors, identify, recognize and to get reliance civilities and partners to begin. Reliance and communication are always relevant to conserve.

MUNICIPALIDAD DE LA LIBERTAD

They consider that should maintain in reserves its strategies. They look for to join with the civility, with apolitical, apathies, or does not interest manage of institutions. They use radial communication, also have developed a proper informative, a newspaper municipal named: “La Libertad que todos queremos”, a massive campaign with radials announcement, to multiple information to sell image of institutions.

They meet to evaluate task in a meeting week. Each department plan activities, expose situations and to look for solutions to correct errors.

It is important to success of institutions, strategies change; in special conramship, teamwork, harmony, because this do easy to work.

In reference to support national government, PR department do a plan give on new ideas, which had been accepted by Alcalde.

They have an internal evaluation to 3, 5 o 6 months done by Alcalde. They do a test quarterly, biannual; receive ghost clients to know how they attend to clients and also a post box where citizens put claims, suggestions, etc., to know satisfaction of clients. In part external, they are evaluated by Contraloria State.

They say, if there are not PR on institutions she will not exist. Nowadays public and private institutions manage PR, from National Government and Minterios are involved on PR applying strategies to improve your job, in special Peninsula where today there

are a mass of media communication radial.

Each administration municipal has strategies, so there are had occurred change.

Qualifications by managing PR, they consider before 50 or 60 %; nowadays put 95% because are human beings and make mistakes.

They have a post box, civilities put on yours claims, and suggestions. Alcalde has a strategy, he sends a ghost client to know how they attend to public, Alcalde wants what each department attend and give an excellent attention and if they do not work on this vision, they receive a “call attention” to improve.

To conclude in positive results they recommend continue for working, put objectives, work in new and different strategies, advance and increase a positive public opinion.

And if results are still negatives take more importance, take correctives, to begin. They consider an autoevaluation every day, an analysis about activities done and they recognize its mistakes to rectify. They always seek continue working and multiple efforts to obtain positives results.

DIRECCION PROVINCIAL DE SALUD (DPS)

Ministry of Health manages and evaluates his activities in three phases: before, during and after activities. BEFORE, this part includes planning and programming activities.

DURING, includes put into practice tasks and activities in a new activities plan.

AFTER, this phase is the most important, because is where errors are analyzed in order to assess and correct errors. The purpose is, to improve the perception people about the institution. So, better strategies, to evaluate and optimize to improve results.

All public organizations manage an operative plan annual POA (in Spanish); DPS combines this plan with a program of daily activities, which can be changed according to programs generals on health, with community.

Internal evaluation is according to activities and to media communication. In the Peninsula there is media as television, radio and press. Media radial is more used common. Public announce dissatisfied and get pressure to be attend.

Evaluation, DPS has a project named “Recolección de Datos” which is done through interviews and questionnaires to public that visit ours offices. Also, they have an internal evaluation between partners job named: “Casa adentro”, because they think that is good to know themselves to improve.

They have governmental support; government assigned budget by the Ministry of Health. They have a big social communication department, to receive comments, suggestions, questions, and offer solutions to partners on different problems.

Each six months they have a central evaluation to measure their quality of work. Human Resources Department and Provincial Director evaluate with internal indicators and parameters and then pass that information to the Ministry.

They are aware that social communication has a close impact on customer service, which has improved their image not only internal also externally. They have to practice human relations providing a comfortable working environment which motivates partnership.

Using and applying strategies, each manager will apply their strategies according to their own needs.

There is permanent training of staff. Human Resources Department is always receiving training in customer service from the Manager until receptionist. They have monthly evaluations. They meet with the personnel of the Provincial Direction and Committees of health areas, (Hospitals and Health Center), Everybody presents monthly reports of their activities to directors and then they program new activities next month.

When institutions do not program or planning strategies they do not have good results. Its results will be mediocre. They consider, if they do not use strategies could reach a grade of 10% as qualification. Health Provincial Direction uses strategies, looks for improvements to have a positive impact on citizens; planning, organization, punctuality, etc., sends a correct message; only if they work with strategies they can reach the maximum grade of 20.

In order to get positive results you should program, read a lot, study field, planning, to develop; with respect of media communication, a good strategy is coordinate with media communication and give them exact information. In negative results you should assume with responsibility the consequences of your acts.

DIRECCIÓN PROVINCIAL DE EDUCACIÓN (DPE)

DPE of Santa Elena carries out more activities related to Public Relations, from events, write and send reports, invitations, bulletins, etc; coordinate with communication media (press, radio and television), and all requirements generated by keep a communication with population. They coordinate education projects. They keep open communication with Regional Littoral Sub secretary and Galápagos and Regional Education National Ministry, to whom they have to report on a weekly basis. They coordinate general activities directly with Province Director.

The strategies, they manage a attention personalized to their visitors, coordinate their work with the other departments and areas of organization, each one performing their function to fulfill the requirements of the customers that arrive at DPE.

Social Communication and Press is centered on promoting the institution's image, its activities, and maintaining the public informed through media (radio, television, written press). DPE works with Regional Sub secretary and Ministry of Education on social communication area. They send information about their activities to government

newspaper “El Ciudadano”, supporting their work by keeping the country updated about the information from Santa Elena Province.

SENRES evaluate to all employees, from department heads to assistants; this evaluation is used to know about activities and their progress, feedback, etc.

DPE is aware of the importance of image and excellence in service. They believe, it is very important to share their activities. DPE is planning to do an institutional video, which provides information to clients upon their arrival at the reception area, so they know about status projects.

They manage, guide, and promote camaraderie among personnel, and are always working with determination to give an excellent service.

They maintain the same staff. Employees are trained with especial courses on Public Relation. Government offers training on these competition areas.

They have as objective a communication effective between the institution and the public or clients. Keep a close communications with public give information events, activities using media to inform and give an effective message.

In this institution they believe in importance of continuous learning. Human beings learn every day, especially when they give and deliver a service. They keep a link with public to whose always prepare a quality work, an effort and fight every day in department to deliver projects in benefit of community.

There are not negative results. Everybody goes through a process; competition promotes progress, they pass evaluations and its goal is to exceed new challenges.

CORPORACIÓN NACIONAL DE ELECTRICIDAD (CNEL)

CNEL Peninsula has as a Public Relations objective to optimize service, base to

improve the communication between organization and user. They are worrying to satisfy of clients, answer yours requests, they assure that service are done.

Public Relations Department sets up its objective and to do strategic plans according to the necessities of users. For example, CNEL optimized electrical service at residential areas, addressing the demand for electrical energy, and satisfying customers' necessities. They inform to the clients about their services through message on invoices they deliver to customers.

Strategies are designed according to customers' claims; for example, when CNEL want introduce a new and specific product they consider these answers to eject. They keep an open communication with customers, and offer them support. They are always worried about guiding and informing the public. Give a service through window customer service and received public opinions and suggestions.

They change their strategies on each service given. For example, when they talk about electrical fluid, CNEL use information campaign to save energy, avoid high consumption, etc.

CNEL is a public organization and manage by the state politics. They are evaluated in base on results. For instance, if campaigns have gotten its purpose, then they have gotten benefits. They have external evaluation to users via consulting, questionnaires on different departments.

CNEL is aware of importance to manage Public Relations on organizations. They know that if something is not good, because is failing.

So Public Relations Department is always alert, solving problems and making corrections necessities.

When in an institution there is not a good customer service, the result will be unpleased,

customers who will complain; this kind of situation can be seen as an opportunity to offer support and offer effective solutions with the help of well-trained staff.

Managers at CNEL are aware of training to the staff, which comes across as a highly motivating, enhances personal and interpersonal rapport at work.

They give a score of 10 based on staff achievements. They have a policy of applying strategies to keep a close communication with the public to resolve problems.

CNEL works to offer a quality service, in which their priority is to have customers satisfied. They pay attention to their weaknesses, look for corrective procedures and worry about solving them.



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