

The role and impact in business communication with clients

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***Abstract.** We communicate daily, with family, friends, business partners, or strangers. Every successful communication requires at least two people who communicate either verbally or nonverbally. In my work, I will explain in more detail the function and significance of business communication. In the theoretical section, I will define the term of communication, verbal and nonverbal types which are the basis of every communication. Furthermore, I explained how the process of successful communication works and what elements consist. It is very important to present the importance of communication in both private and business environments. As far as communication with clients is concerned, it is primary to have the client's trust and satisfaction. Trust is the base of every relationship, while satisfaction tells us whether we have succeeded in meeting all client's desires and needs. I interpreted how to improve and harmonize the quality of relations*

with clients. The advancement of relationships with clients is the basis of maintenance of clients but also attracting new ones. The main skill that bank employees should have, but clients also, is financial literacy. I have made research on 85 clients of one business organization. There were 18 close ended questions where I asked for the client's opinions and attitudes. The questions were based on the client's satisfaction with the organization's service. For example, would they recommend it to their families or friends. Furthermore, they were asked whether they are satisfied with attitude towards the work of organization's employees, with their time available and their efficiency of solving problems. I researched the benefits of internet banking applications and asked for client's opinion about knowing financial literacy and comprehension of banking terminology.