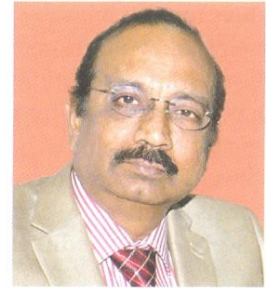


Timely Communication with audience is Key to Enhance Corporate Image



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Corporate communication has a direct link to spread the message across its target audience. ITI, one of the pioneers in telecom equipment manufacturing not only influences the attitude towards the workplace but also promotes an atmosphere of trust and confidence for a timely communication with media through its corporate communication department.

Our corporate communication or public relations department always encourages strong corporate culture, building corporate identity, realistic corporate philosophy with an open sense of corporate citizenship, a strong relationship with the press with responsible ways of communicating in any situations. In today's world of increasing competition within the sectors, easy access to information and the media explosion, corporate image management has gained even more importance. The specific department in all public sector companies has now developed as a science and art of perception management.

Boosting corporate image

Corporate image is perceived as

the core picture of the organization. In India, each Public Sector Enterprise (PSE) has its corporate image through variety of activities. Generally, corporate image is made based on the stakeholders' perceptions of activities of the organization as well as industry and national importance issues. This in turn affects the reactions of the stakeholders towards products and services of the company.

Corporate image is the outcome of perceptions that people (internal and external) have about the organization. The corporate image is also linked with the organizational culture, corporate identity and design, shared by the organization at due course of communication with public.

Followings are the key factors that may affect the corporate image of any organization:

Self-image

When an organization finds an identity for the public to be known via its functionality and other characteristics

Corporate promotion

When an organization via

advertisements and advertorials communicates to large audience and showcase the achievement of organization. This creates awareness and goodwill of the organization for its product and services.

Brand Recognition

When organization's functional, symbolic and experiential aspects come together and form a trust for stakeholders in the market

Public relations

When an organization connects with right audiences at right time and help message spread across the sectors and influence the stakeholders.

Leadership speaks

When the top leadership of any organisation forms a positive opinion about the organization and influences the internal and external public.

Social Media presence

When organisation's presence in social media becomes a potential means of communication to all their stakeholders and creates an

integrated communications. This help stakeholders gather information, form perceptions and create a possibility to respond back. This includes highlighting company's activities/achievements on platforms such as Website, Twitter, Facebook, LinkedIn etc.

Role of Corporate Communication in image building

Of late, role of Corporate Communication (CC) in PSUs has increased in India by many ways. As a set of activities, CC department in government enterprises aims to manage and organize all internal and external communications to create favorable environment among stakeholders. It helps organizations share their activities, new announcements, awards and recognition, tie-ups

and associations and combines its visions and values into a cohesive message to all stakeholders.

At ITI Limited, CC department has helped the organization to reach to a new level as our timely and effective communication to media plays a very important role in building the corporate image. Through our planned communication, the organization has spread awareness, reinforces goodwill, informs and corrects misleading information. The department has been able to project the organization in a positive manner and brought the following benefits:

- Enhanced the visibility of the organization in the industry and public domain
- Identified relevant media and non-media opportunities to

leverage ITI leadership

- Spread the positive information and highlight new initiatives of the company
- Won the trust of stakeholders by creating optimum space in media
- Leverage ITI's contribution to lineage going back 60 years in telecom industry

Major Initiatives by ITI's CC Department

Positive Media Campaign

The CC department started a strategic media outreach campaign on mitigating the negativity through relationship building meetings with reputed regional and national media. The department met with top-most editors with the under lying intent of shift in perception and positive

Media Strategy

Select media interactions with topline media

Timely media outreach (proactive and reactive) with the COBs and editors of the target media to apprise them of the real scenario

Issuing press statements from the company on various new initiatives

Placing positive stories in the media

Managing the public enquiry mails and addressing the concerns of shareholders, prospect business partners

Real time media monitoring and analysis

editorial coverage. The campaign has streamlined ITI's communication approach to reach to policy makers, customers and stakeholders.

Corporate communication department closely monitor all political, market, economic and social trends and recommend a course of action that could include writing and publishing press releases, creating online impact, organizing and sponsoring events along with corporate social responsibility. Department's responsibilities also include effective communications with employees, customers, industry, media, investors and plant/ unit offices.

Strengthening internal communications

All the relevant information/ events are communicated to the employees through internal channels. A house journal is the best medium of internal communication that projects the image of a company or an organization with the purpose of improving employee morale and promoting goodwill. The journal covers all major activities associated with company's operations and serves as a primary media for customer information. It has been proven as an image building tool for the organization that encourages the employees and involves them in fulfilling company's vision and mission. Doorvani is widely distributed/ circulated to ITI employees and uploaded on company's website (www.itiltl-india.com).

Widening external communications

The external communication

involves building and maintaining a positive relationship with the media via dissemination of press releases, organizing press conferences and meeting with media professionals and media events on a regular interval. On the other side of this, ITI Limited is available with spokesperson for the company and communicate with vendor/supplier/distributor/customer at any point of time.

Investor Communication

Investor relation is equally responsible for company's growth and enhancing corporate image. ITI's CC department in coordination with the secretarial department provides timely communication to investors via annual report, quarterly results etc. Investor queries are also wisely handled and immediately addressed by secretarial department.

Brand management

Various channels such as speaker opportunity, presentations, corporate video, product exhibitions, trade show, product or service launch are also major factors to sustain the brand identity for any PSU.

Successful PSU connect communication with strategy through structure. To accomplish that, company's corporate communication plays an important role in defining a corporate mission and communicating that to the external and internal communities.

Impact of organized communication

A well-organized corporate communication not only conveys organizational messages to its

employees, but also makes sure that the message is not misinterpreted and is rightly understood and well accepted. A planned communication by CC department has helped ITI to bring out:

- Positive media outreach to establish thought leadership in the sector
- Improved image and branding of the Company
- Improved financial performance of the company
- Optimum orders from ministries and service sectors
- Change in public/stakeholders perception about the company on social media i.e Facebook, Twitter, company website etc.
- Upward trend in share prices of ITI Limited (600% higher than last two years)
- Attentions to visitors to associate with ITI on new business areas like IoT and developed a strong company-employee relationship by reward announcement
- Awareness for industry stakeholders and investors has been developed

In 21st Century, any business has become highly complex and competitive in the absence of proper communication and brand visibility. Corporate Communication certainly helps significantly to achieve overall business perspective and communicate globally to negotiate, deal and reach out to larger audience. PSUs must realize that if a proper communication is made internally, it will be a smooth sailing for outer world. ■