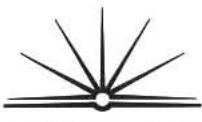




In the automotive workplace effective communication is essential in the success of the workshop environment.

Communication can take many forms in a workplace, but all are as important as each other. Written communication occurs on job cards and invoices. Verbal communication occurs between workshop supervisors, employees and customers. Non-Verbal forms of communication may include body language and eye contact. All of which are essential to ensure an effective workplace environment.

Lack of effective communication in the workplace can lead to a variety of problems and even disputes. Lack of communication may lead to an employee not being sure of the



job at hand and may lead to them doing an incorrect unnecessary procedure, all of which could of been avoided with the use of effective communication.

Workplaces currently use job cards as written forms of communication from job liaser (workshop supervisor) to the employee. BMW effectively uses job cards on every single task performed on ~~the~~ any vehicle. Canterbury BMW requires all employees to complete job cards on every car being serviced or repaired. This strategy is effective as it minimises the risk of customer complaints from not rectified ~~part~~ problems. The use of Job Cards has not only decreased the amount of customer complaints but has also improved



The workshop environment.

Verbal communication is essential, especially in automotive workplace.

Verbal communication can be from taking phone calls from customers to conversations between employees. Effective verbal communication is done through clear voice, use of proper English (no slang terms), appropriate use of automotive terminology. Strategies which can ensure effective verbal communication include team briefings and meetings of employees, to ensure the employees understand the job at hand. A secretary is hired and responsible to communicate with workshop customers. These strategies have been implemented by BMW and has resulted in improvements with



customer relations and less workshop mistakes and complaints. Effective workshop communication between workers and supervisor at BMW has allowed them to work in synergy, improving overall team work and worker morale.

Non-Verbal communication between customers and the workplace is essential to maintain customer base and obtain repeat customers. Forms of <sup>Non Verbal communication</sup> ~~body language~~ includes positive body language and eye contact.

At BMW employees have been trained to understand the importance and effectively use body language with customers. This has allowed them to have effective customer relations and allowed them to

obtain repeat customers, hence their large customer base.

Often language barriers may exist in verbal communication between ~~company~~ workplace and customers.

An effective strategy which can be used is to have an individual who has the ability to speak many languages (multilingual). BMW has hired secretaries which can speak more than one language to ensure communication language barriers are not a problem. BMW also has a very multi-cultural working environment which ensures their effective communication.

Effective communication is very important within any automotive

workplace. Effective communication will minimise lack of communication, improve customer relations and increase customer base. Effective communication is seen in the BMW workplace and has been their key in achieving success in the industry.