

The paper "Communication with Clients" is a wonderful example of an essay on journalism and communication. Rahul (2009, p. 3) defines communication as a procedure of passing and receiving non-verbal and verbal messages. Communication is deemed to be effective if it attains the needed response or reaction from the person receiving it. According to Himanshu (2010), effective communication is at the heart of every today business. It involves a process by which information is transferred between organizations and individuals with the aim of informing, requesting or persuading and building goodwill. The information should be correct, complete, clear and saves the time of the reader while it aids in attaining its goal. Effectiveness of business communication relies on the knowledge of one sending the information as well as the one receiving the information. Many companies such as Accenture, a global consulting, technology services and outsourcing company are using websites as a means of accomplishing effective communication. This because websites are paper-free, cost-effective communication and high availability. Accenture Company is utilizing website as a great tool for engaging and communicating with its clients. According to Kushal (2007, p. 19), the base of Locker and Kaczmarek's PAIBOC principles is focused on answering PAIBOC questions. The PAIBOC presents an acronym required to be answered in order to obtain a foundation of effective communication. These are; purpose, audience, information, benefits, objections, and context. There other principles giving guidelines for creating effective communication which are referred to as seven Cs (Rahul 2009, p. 4). They are; completeness, conciseness, consideration, concreteness, clarity, courtesy and correctness. Locker and Kaczmarek

PAIBOC principles are vital for Effective communication in today's business. The Accenture has to communicate and interact with its clients effectively. It is achieving this through various conditions. Firstly, the company anticipates the reactions of the customers and responds accordingly by creating an option for receiving feedback. The contents of its messages are exact for both the company and the clients (Accenture Company 2010). The website has clearly defined sections for different services it provides and they include consulting, technology and outsourcing. It also has advertising messages such as if you innovate, they will come. It has strived to attain credibility so that its information can be of believable content. This allows the receiver to have trust in the information sent by the company. Bowitz Agresti and Djavan Shir (2006) argue that the company's website must achieve control of sending the information in a way that it is able to create a reaction of the client in its favor. This way the company can make the client take action or change his/her mind. It must also attain congeniality in a manner that the company keeps friendly warm relations with the customer despite agreeing with him or not (Edward 2004 p. 2). Locker and Kaczmarek's PAIBOC principles are the foundation of effective communication through websites. For a communication to be effective it must answer the question such as what is the company communication purpose and what must communication do to solve the problem of the organization? (Kushal 2007, p. 20). In Accenture, the purpose is to invite customers for its consulting, technology and outsourcing services. In consulting service, its aiming is to remain the leading provider in services of intelligent marketing, data analysis, management change, customer relationship management, enterprises performance management, finance and performance management, human resource management, risk management, and service management among others in the same field. It is also establishing itself as one of the advanced technology and outsourcing provider in the market. Also, the purpose of this website has been to affirm its reputation by showing valued services it has previously provided to various reputable companies in different industries. It also seems to serve the purpose of informing its client through the provision of insights and research articles. Through all these purposes, the company is solving a problem of competition in the market by showing itself as an outstanding provider in consulting, technology and outsourcing services. Accenture website has listed the services it provides as the major effort to attract clients. It has also listed its privacy policy, terms of use and career as its minor purposes. Accenture Company (2010) has also specified particularly what it wants its readers to know, feel or understand by using the statement if you innovate, they will come. The website has specified its clients as its audience (Julie Constantine 2003, 460). In the web page about the company, it is clear that its audiences are governments and reputable businesses. It has stated clearly that it is a global management, consulting, outsourcing and technology services company. By doing this the website has differentiated its audiences. The company audiences are government, businesses, and industries but not individual clients or retailer businesses. The web page on information about the company indicates that it has high experience and huge capability across all business and industry functions that allow them to change its clients into high performing governments and businesses. The message has focused on its audience to make sure they respond in their favor. The messages on the website have information about doing businesses of Consulting, technology, and outsourcing with Accenture Company. The home page has to interchange messages which are displaying you're never too big to be nimble, Is your business in shape to compete? and if you innovate, they will come (Accenture Company 2010). These messages are backed by further infor

mation on IT agility and reinventing the enterprise, operational excellence hallmarks, and innovation. The company website has a page revealing successes of its services with clients in order to show how beneficial it is to buy services from them. It has stated that it brings together a wide experience of client across industries with high techniques in outsourcing, technology and consulting and each function of business knowledge paves the way on how companies can innovate to develop and stay as the business of high performance. The company has realized that change is not easy and this is an objection to effective communication. Guffey (2004, p. 26) suggests that most of the companies are reluctant to adopt new technologies. The website has put the message revealing the importance of operational excellence using technology in order to counter the reluctance. Some companies may have the notion that technology is expensive (Accenture Company 2010). This negative element is eliminated through the explanation that technology has overall cash and cost benefits (Bernard 2006, p. 5). The objection to whether this company delivers as it claims on the website can arise but it provides a list of companies it has served previously to confirm its outstanding performance. The context of the message on the website is persuading and educative. The messages are short, clear and tailored in appealing graphics to make sure the audience respond to the information. An attractive scene of marine fish is combined with message to ensure that it catches the eyes of the clients. People are responding to the message because the website has been connected with twitter and has 13, 518 followers and 657 following. Blogs have been developed and people respond to various issues concerning outsourcing, consultancy, and technology. In order to attain effective communication, the Accenture website has to foresee the reaction of the client and develop message appropriately and this can be done through perception. The message should be precise to both organization and client (Young, Marcel Wondra 2006). The information sent by the website should be credible in order to achieve effective communication. The website must also take control in forming responses of the client in its favor. The message should also contain congeniality in order to be effective. The effectiveness of communication using tools such as a website is founded on Locker and Kaczmareks PAIBOC principles. The Accenture Company website has consistently stuck to these principles hence creating an effective communication tool through its website.