National 4 and National 5

Theory Notes

N4
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N5

Contents

THE ADMINISTRATIVE ASSISTANT

ADMIN TASKS

Tasks are a piece of work that a person is expected to be able to undertake. The main tasks that a business would want its' admin assistants to do would include the following:

Task Area	Examples
Customer Service	Reception duties - Helping deal with visitors to the business, Issuing Visitor's badges, Showing visitors how to get to their destination within the business Answering the telephone to customers, suppliers, other staff
Health and Safety	Completing Accident Report Forms when an accident takes place in the organisation. Following Emergency Procedures e.g. Fire Drills, Fire evacuations
Security	Backing up IT work using pen drives, external hard drives. Ensure restricted areas are locked when not in use Scanning IT work for viruses
Handling Information	Communicating Information through Fax, Email and Presentations Using IT to organise events eg Word to produce letters, reports and memos Databases to keep a record of suppliers, staff and customer records details Spreadsheets to keep track of spending Publisher for producing advertising materials, name badges etc Email to keep in touch with customers, suppliers and other members of staff Ediary to keep a record of appointments Copying documents - Reprographics Dealing with Petty Cash Dealing with Incoming and Outgoing Mail

ADMIN SKILLS

Skills are things that people should be able to do. The main skills that a business would want its administrative assistants to have are likely to be the following:

Skill	Description
Information Technology Skills	Be able to use a range of software packages e.g. Microsoft Access, Excel, Word and PowerPoint.
Organisational Skills	Able to help with a wide range of activities. Able to manage their time and plan when things should be done.
Problem Solving Skills	Able to decide on the best ways to deal with issues (e.g. accident) and jobs that need completed.
Interpersonal Skills	Able to provide a high level of customer service. They should be polite and good listeners.

ADMIN QUALITIES

A quality describes the kind of person you are eg organised, funny, calm

Quality	Description
Flexibility	Be flexible in what they can do, within the organisation eg be able to use a variety of IT and Software.
Initiative	Able to solve a variety of problems and working without someone having to check up on them or get them started.
Trustworthy	They may have to work with highly confidential activities eg they may have to access passwords, encrypted files, customer, staff, supplier records, customer complaints. They have to be trustworthy in order to keep the business secure.
Tactful	They may have to deal with workers or customers who are not happy about something – this will require patience and TACT (saying the appropriate thing) to prevent poor customer service/working relationships.

Tasks And Skills	Qualities
These are the roles, responsibilities or duties involved in their job. These are things which the administrative assistant physically does in their day to day job - eg filing	These are attributes of someone's personality. This is the type of person you would like the administrative assistant to be, eg polite.

SKILL SCAN

A skill scan is a document that is completed by employees and the employer.   It allows both parties to consider performance of the employee – strengths and weaknesses – and compare how each other view the work being undertaken.

Why undertake a skill scan:	
Assesses your current skills	Helps set realistic targets
Helps to review progress	Helps motivate employees

Example of a skills scan:-

Knowledge and Skills Acquired	Can Do	Know with Help	Have to learn about	Target Date
Create a business letter	✓			
Organise regular meetings	✓			
Sending our emails to clients		✓		*Take notes on how to do task with boss By 22/11/17*
Plan a business trip abroad			✓	*Training Course booked 01/02/18*

JOB DESCRIPTION

A Job Description clearly identifies and records the Tasks and other details of the job. An example of a Job Description can be seen below:

PAPER STREET SOAP LTD

JOB DESCRIPTION

JOB TITLE: Receptionist

BASED AT: Administrative Services Department, Head Office, Glasgow

POSITION REPORTS TO: Administration Manager

JOB PURPOSE: Attend to visitors and deal with inquiries on the phone and face to face. Supply information regarding the organisation to the public, clients and customers.

KEY TASKS AND
RESPONSIBILITIES   Answer telephone, screen and direct calls
                          Take and relay messages
                          Provide information to callers
                          Greet persons entering organisation
                          Direct persons to correct destination
                          Deal with queries from the public and customers
                          Ensures knowledge of staff movements in and out of the organisation
                          General administrative and clerical support
                          Prepare letters and documents
                          Receive and sort mail and deliveries
                          Schedule appointments
                          Maintain appointment diary either manually or electronically
                          Organise meetings
                          Tidy and maintain the reception area

CONDITIONS AND
SCALE   This post is 35 hour per week, is salaried on Administrative Scale A – (£15,000 - £21,000 pa) and has 20 days (plus public) holiday per annum.

PERSON SPECIFICATION

A Person Specification outlines the main skills and qualities that the type of person who would be suitable for the job should have. These details in the Person Specification will usually be split into the following categories:

ESSENTIAL – these qualities must be present in a candidate
DESIRABLE – extra qualities that would be present in the "perfect candidate"

An example of a Person Specification is shown below:

PAPER STREET SOAP LTD

PERSON SPECIFICATION

Job Title: Receptionist

Essential	Desirable
Education and Experience	
Higher level exam passes	Higher Administration and IT
Knowledge of administrative procedures	Experience of similar post
Knowledge of relevant software applications	Experience in Microsoft Outlook
Knowledge of customer service practices	Experience of customer service work
Keyboarding skills	Ability to type 60 words per minute
Skills and Characteristics	
Reliable	Strong time keeping record
Strong communication skills	
Professional personal presentation	
Customer service focus	
Ability to organise and plan	
Attention to detail	
Able to act on own initiative	
Ability to remain tactful under stress	

SECURITY

SECURITY in a business is all about taking steps to try and **MINIMISE RISKS** to the people, property and information in the workplace.

People, property and information in a business can be put at risk, of becoming injured, damaged or destroyed by any of the following security risks.

FIRE
FLOOD
THEFT
LOSS
ACCIDENTAL DAMAGE
MALICIOUS DAMAGE

A business will put procedures and rules in place to help keep employees and the workplace safe. It is important that only authorised people have access to a workplace when it is open (or closed).

There will be specific ways visitors are dealt with in a work place to keep the employees and workplace safe, as well as keeping the visitors safe.

PHYSICAL SECURITY SYSTEMS (PEOPLE/BULIDING/PROPERTY)

SYSTEM	FEATURES
RECEPTION	Visitors must report to Reception when entering a business. They will be issued with a Visitor's Badge and their name will be entered in the Visitor's Book. This will help the Receptionist see who is in the building at any time.
SECURITY ID	ID Badges are issued to staff and workers. This makes sure any unauthorised people are quickly spotted and dealt with before any problems arise.
SECURITY PATROLS	Security guards (and dogs) can be used to keep businesses secure, especially when they are closed.
CCTV	These deter people from causing problems and will record any problems as evidence for the police.
ALARMS	Alarms can prevent security issues because they may deter break-ins or if they do happen detect them and signal the problem.
KEY HOLDER	This worker with access codes/keys for the business can allow emergency access outside of normal hours.
CABLE TIES	Metal cables that can be used to secure equipment to walls or desks so that they cannot be easily stolen.
SECURITY MARKING	Marking equipment by engraving, ultra violet marker etc with the details of the business so that if it is stolen it can be easily identified and returned by the police.
LOCKS	Physically locking areas will prevent unauthorised access. These can include: Key locks Swipe Card Locks Security Number Locks Retinal or finger print scan locks Voice recognition locks

ELECTRONIC SECURITY SYSTEMS (INFORMATION)

SYSTEM	FEATURES
ACTIVATION CARDS OR KEYS	This piece of equipment must be inserted into the computer by authorised personnel to make it work.
BACK UP PROCEDURES	Copying of computer information on a regular basis to allow it to be restored if it gets lost due to a computer problem. They should be stored in a different location so that the original and copy cannot be destroyed together.
VIRUS SCANNING SOFTWARE	Used to minimise the damage caused by a Computer Virus. Virus Scanners protect electronic information by checking every disk, file and email and destroying any viruses it finds.
PASSWORDS	Prevents unauthorised access to electronic files. Passwords should be remembered and not written down Passwords should not be easy to guess Passwords should be changed from time to time Passwords should be a mix of letters, numbers and symbols.
ACCESS RIGHTS	Allow different users to do different things with an electronic file eg one user can edit the file while another can read only.
ENCRYPTION	Converting information in an electronic file into a code that cannot be read by anyone who does not have the software or access rights to convert it back to normal.

DATA PROTECTION ACT 1998

This act covers any data held about living and identifiable individuals. Individuals can be identified by:

Name	Telephone number
Address	Email address

The act applies to all data held in a business either in paper of electronic form.

Data Protection Principles state that personal data must:

1	Be collected and processed fairly and lawfully
2	Be obtained only for a specified purpose, and not be further processed
3	Be adequate, relevant and not excessive in relation to the purpose for which it is processed
4	Be accurate and, where necessary, kept up to date
5	Not be processed for any purpose nor be kept for longer than is necessary
6	Be protected by proper security methods

7	Individuals must be able to access the data held about themselves
8	Personal data cannot be transferred out with the European Union

COPYRIGHT, DESIGN AND PATENTS ACT

Copyright gives the creators of some types of media (books, films, computer games, music, app creators) rights to control how they're used and distributed.

Limitations imposed by copyright

When you buy software, for example, copyright law forbids you from:

- giving a copy to a friend
- making a copy and then selling it
- using the software on a network (unless the licence allows it)
- renting the software without the permission of the copyright holder

The law that governs copyright in the UK is called the **Copyright, Designs and Patents Act 1988**.

Prevention of software piracy

Software companies take many steps to stop software piracy:

- An agreement between the company that developed the software and the user must be agreed before the software is installed. This is called the license agreement and covers copyright.
- Certain pieces of software require a unique licence key to be entered before

the installation will continue.
- Some applications or programs will only run if the media (CD / DVD) is in the drive.
- Some applications or programs will only run if a special piece of hardware called a dongle is plugged into the back of the computer.

THE COMPUTER MISUSE ACT (1990)

This was passed by Parliament and made three new offences:

1. Accessing computer material without permission, eg looking at someone else's files.
2. Accessing computer material without permission with intent to commit further criminal offences, eg hacking into the bank's computer and wanting to increase the amount in your account.
3. Altering computer data without permission, eg writing a virus to destroy someone else's data, or actually changing the money in an account.

You need to be familiar with the following ideas about data and computer misuse: that data stored electronically is easier to misuse; that software should not be copied without permission; the consequences of software piracy; that hacking can lead to corruption of data, either accidentally or on purpose.

Types of computer misuse

Misuse of computers and communications systems comes in several forms:

Hacking

Hacking is where an unauthorised person uses a network, Internet or modem connection to gain access past security passwords or other security to see data stored on another computer. Hackers sometimes use software hacking tools and often target, for example, particular sites on the Internet.

Data misuse and unauthorised transfer or copying

Copying and illegal transfer of data is very quick and easy using online computers and large storage devices such as hard disks, memory sticks and DVDs. Personal data, company research and written work, such as novels and textbooks, cannot be copied without the copyright holder's permission.

Copying and distributing copyrighted software, music and film

This includes copying music and movies with computer equipment and distributing it on the Internet without the copyright holder's permission. This is a widespread misuse of both computers and the Internet that breaks copyright regulations.

Email and chat room abuses

Internet services such as chat rooms and email have been the subject of many well-publicised cases of impersonation and deception where people who are online pretend to have a different identity. Chat rooms have been used to spread rumours about well known personalities. A growing area of abuse of the Internet is email spam, where millions of emails are sent to advertise both legal and illegal products and services.

Pornography

A lot of indecent material and pornography is available through the Internet and can be stored in electronic form. There have been several cases of material, which is classified as illegal, or which shows illegal acts, being found stored on computers followed by prosecutions for possession of the material.

Identity and financial abuses

This topic includes misuse of stolen or fictional credit card numbers to obtain goods or services on the Internet, and use of computers in financial frauds. These can range from complex well thought out deceptions to simple uses such as printing counterfeit money with colour printers.

Viruses

Viruses are relatively simple programs written by people and designed to cause nuisance or damage to computers or their files.

HEALTH AND SAFETY

Health and Safety is very important in a business.

The Government has passed Health and Safety Laws that businesses must follow or they can be taken to court and sued for damages, issued with improvement notices or closed down.

HEALTH AND SAFETY AT WORK ACT 1974 (HASAWA)

EMPLOYERS must do the following:

Provide safe entrance and exit from work
Ensure safe working methods
Ensure equipment is safe and well maintained
Provide protective clothing when necessary
Arrange safe use and storage of hazardous substances
Prepare and keep up-to-date a Health and Safety Policy
Provide information and training on Health and Safety

EMPLOYEES must do the following:

Take responsibility for their own Health and Safety
Make sure their actions do not put others at risk
Cooperate with their employer on Health and Safety
Never misuse anything provided for Health and Safety

HEALTH AND SAFETY (FIRST AID) REGULATIONS 1981

EMPLOYERS must do the following:
Have an appointed person in charge of First Aid
Ensure only First Aiders carry out First Aid
Ensure First Aiders have suitable qualifications
Ensure that a suitably stocked First Aid box is kept
Inform employees of First Aid arrangements

HEALTH AND SAFETY (DISPLAY SCREEN) REGULATIONS 1992

This law is to protect workers who use computers from eyestrain, backache, headaches and RSI.

EMPLOYERS will do the following:

Provide users with necessary training

Organise work so computer users have regular breaks.

Ensure workstations can be adjusted e.g. adjustable seats, adjustable screen brightness, wrist and foot rests.

REPORTING OF INJURIES, DISEASES AND DANGEROUS OCCURRENCES REGULATIONS 1995 (RIDDOR)

This Act ensures that things are reported and recorded to the Health and Safety Executive to make sure that:

Accidents are noted and prevented from happening again

Accidents caused by broken laws are investigated

Under RIDDOR, EMPLOYERS must do the following:

Notify HSE about a death immediately

Notify HSE about a dangerous occurrence immediately

Notify HSE of a 3+ day injury within 10 days

Notify HSE of a disease within 10 days

Keep records for 3 years in the Accident Report Book

ACCIDENT REPORTING PROCEDURES

In order to meet the requirements of RIDDOR, businesses will have to create an Accident Book and have Accident Report Forms available for workers to complete.

Example

| ACCIDENT REPORT	
This form should be used to record the details of any accidents on the business' premises and then forwarded to the person in charge of Health and Safety	
Name and position of injured person	T Brown
Date and time of accident	4 September 10.30 am
Brief description of accident	Burned hand with boiling water
Activity at time of accident	Making tea
Place of accident	Staff Room
Details of injury	Burn on back of right hand
First aid treatment	Cold water and dressing
Casualty taken to hospital/doctor?	Taken to A&E at hospital
Expected absence	One day
Name(s) and position(s) of witnesses	M Singer, Sales Department

FIRE PRECAUTIONS (WORKPLACE) REGULATIONS 1999

EMPLOYERS must do the following to make sure risks are minimised to workers from fire:

Fire detection equipment must be present
Escape routes must be planned and provided
Firefighting equipment should be present
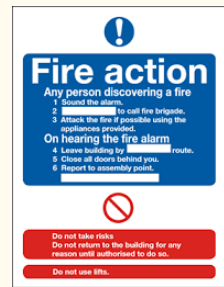
There are varieties of ways in which a business can create good working practices:

Safety issue	Working Practices to prevent accidents
Slips or trips	Position filing cabinets away from doors and passages Pick up dropped objects from the floor Immediately mop up spills and use "wet floor" signs Report loose flooring and tape it down until repaired Keep all passages free from obstacles e.g. cables, bags etc
Falling from a height	Ensure windows have safety catches Do not stand on chairs to reach high objects – use a ladder
Moving or falling objects	Do not store heavy items on top of filing cabinets Do not throw items in the office
Lifting and carrying	Never carry too much – use a trolley when necessary Follow current lifting and handling guidelines
RSI and backache	Take regular breaks Provide adjustable chairs and make use of adjustments Provide wrist rest and foot rests
Eye strain and headaches	Take regular breaks Adjust screen brightness as necessary Use blinds to prevent bright reflections from the sun Check eyesight and use glasses if necessary Check lighting levels and adjust if necessary
Electric Shocks	No drinks near electrical equipment Do not overload power sockets Do not open or attempt to repair electrical items without training

CUSTOMER SERVICE

Customer service is about treating your customers correctly so they choose to return to your organisation rather than your competitors
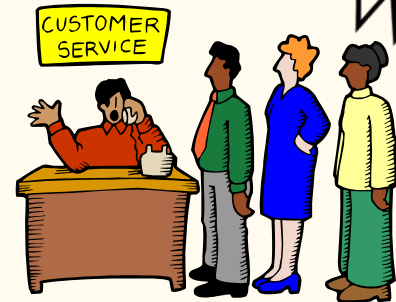
Businesses must make sure that they train their staff in Customer Services. Areas they will train staff on are-

Customer Service	Implications
Positive Image – making the business look good	Customers make judgements from the way that workers look about whether or not they are interested in helping them. Therefore workers should try to create a positive image for customers in the following ways: POSITIVE BODY LANGUAGE SMART APPEARANCE
Effective Communication Speak with others in a polite and respectful way	Customers will know from the way that workers communicate with them if they are interested in helping. Therefore, workers should try to make sure that they communicate effectively with customers as follows: USE THE CORRECT LEVEL OF FORMALITY USE A POLITE TONE OF VOICE LISTEN CAREFULLY TO CUSTOMERS' NEEDS BE ASSERTIVE IF NECESSARY BUT DO NOT ARGUE WITH CUSTOMERS
Professional Service This is a place of work how would you want to be dealt with	Customers will know from the actions that workers take if they are interested in helping. Therefore workers should try to make sure that they offer a professional service to customers as follows: CHECK YOU CLEARLY UNDERSTAND WHAT THE CUSTOMER NEEDS BE HONEST – DO NOT MAKE PROMISES THAT YOU CANNOT KEEP KEEP CUSTOMERS UP-TO-DATE WITH ANYTHING YOU ARE DOING KEEP TO DEADLINES SET WITH CUSTOMERS

It is important organisations adopt good customer service strategies. The impacts of poor customer service will result in the business finding it difficult to survive. There are also reasons why having good customer service is beneficial to the organisation.

Benefits of Good Customer Service	Impact of Poor Customer Service
Customers will become loyal to the business meaning that they will continue to use the business	Poor communication
Good customer service attracts and keeps customer which increases an organisations sales and profits.	Lack of opportunity for customer feedback
Good customer service gives the organisation a good reputation with customers.	Not listening to customer feedback
Customers will recommend the business to other which will result in increased sales	Lack of suitable staff training
	Unhappy customers may tell other people not to use the business. This could result in a bad reputation for the business
There will be fewer complaints to the business, which means workers will be more motivated and happier at their work.	Absence of clear complaint procedure
	Unhappy customers will not use the business again which will result in decreased sales
The organisation will attract high quality new workers to the business.	There will be many complaints and this will result in staff being unhappy at their work
Staff are less likely to leave the organisation.	There will be difficulty in recruiting new staff because of the poor reputation of the organisation
Good customer service makes organisation more competitive in their market	

WAYS TO ENCOURAGE GOOD CUSTOMER SERVICE

Customer Service Promise – a statement set out by the organisation, which outlines how customers will be treated.

Loyalty Schemes – a system used in some organisations where customers are rewarded for using their organisation rather than competitors e.g. Boots Advantage Card.

Mystery Shopper - where someone is employed to act like a normal customer and report back on the service they got.

CURRENT LEGISLATION

As an administrative assistant, you may have to deal with customers who have a wide range of enquiries. It is important that you are aware of consumer rights, so that you can carry out your job effectively.

Current Legislation Affecting Consumer Rights

Trade Descriptions Act 1968
Prevent a business making false claims or descriptions about a product. If a product state 100% wool, it must be 100% wool and not 90% wool and 10% cotton.

Consumer Credit Act 1974
Protects consumers buying goods on credit. Consumers must get a written copy of the agreement and be made fully aware of how repayments are calculated, payment dates and methods. It will also give details of a "cooling off" period where the consumer has a right to cancel.

The Sale of Goods Act 1979
Like many laws it has evolved to keep up to date and now includes 'amendments' called the Sale and Supply of Goods Act 1994 and the Sale of Goods (Amendment) Act 1995. Applies to both new and second-hand goods
o   Good are of a satisfactory quality – free from defects, last a reasonable time etc
o   Goods are as described – must give an honest description
o   Fit for purpose – must do what the supplier says it does
If a consumer buys a good that does not meet the above conditions they have the right to demand their money back from the trader (person they bought it from).

Consumer Protection Act 1987

A consumer should expect the price of the good to be accurately displayed at the place of sale. Traders have a duty to ensure products are safe, if they knowingly sell an unsafe good they are committing an offence. This act also ensures good meet general safety standards.

The Consumer Protection (Distance Selling) Regulations 2000

Protects consumers who do not have face-to-face contact with the seller. Covers sales via telephne, fax, email or digital TV. Consumers are entitled to:

o   Clear written information on products before placing an order
o   A "cooling off" period, where an order can be cancelled
o   A refund if goods or services are not provided by agreed date (or within 30 days)
o   Protection against credit card fraud

SOURCES OF INFORMATION

Admin Assistants will use a variety of information in their job. Some on a regular basis and some less often, depending on their role within the business. Information can be found on the company intranet, or on the internet (WWW).

REGULAR	LESS REGULAR
Documents and files saved on the company computers	Travel information
Templates of regular documents	Marketing information
Electronic diary information	News

Intranet

Information that is to be used ONLY by the business will be stored on the company intranet. The company intranet works as a small network of computers that can access information, only if you work for the business, not external access is allowed. This allows the sharing of documents, as well as peripheral machines such as printer.

The intranet can run over a local area network (LAN) so only accessible from the office building, or it can run over a wide area network (WAN) where staff who work in the same business but different offices around the world can join together.

An intranet can include:

Internal web pages	Staff notices	Daily bulletins
Stand forms	Documents and files	Personnel information

Features of an intranet

Fast and easy to set up	Easy to learn and use
Connected to other systems	Use multimedia so can have hyperlink for easy navigation
Improved internal communication	Storage and sharing of knowledge and information

SOURCE RELIABLE OF INFORMATION

What makes a reliable source?

Up-to-date	Information that is **recent** and **current**.
Accurate	Information that does **not contain errors**.
Available	Information that is **easy** to **access quickly**
Cost-effective	Information where the **benefits** of having it **outweigh** the **cost**
Relevant	Information that is **suitable** for the user/reader.
Sufficient	Information that is **complete** and comprehensive but **concise**.

What are the consequences of using unreliable Information?

Wrong decisions — unreliable sources may give inaccurate information, meaning the wrong decision is made.

Missed opportunities — unreliable sources may be out of date, meaning that a decision, which should have been made if the information had been received on time is missed.

Damaged reputation — unreliable sources may lead to wrong or late decisions which will damage the reputation of the person making the decision.

Higher costs — using unreliable sources wastes time and money as the information may not be relevant or concise.
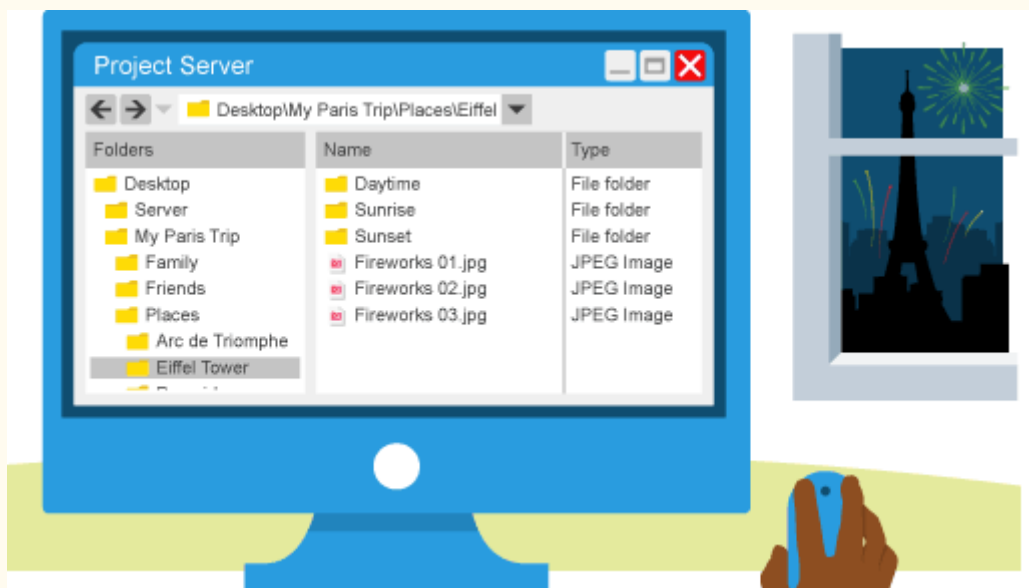
FILE MANAGEMENT

File management describes the fundamental methods for naming, storing and handling files. By using appropriate file and folder naming strategies, you can be efficient is finding and retrieving, or saving documents, files or images

The number of files and folders you use can grow quickly over the course of a project. If they are not well organised, you can waste a lot of time trying to find what you are looking for.

To ensure your work is easy to find, use relevant file and folder names and a sensible folder structure. It is important to use an approach that will be understood by everyone, especially if you are working on a group project, so other members of the group will be able to find what they are looking for.

This is an example of a project with well-named files, folders and sub-folders. Good file and folder names instantly tell you what they contain.

Benefits of File Management	Consequence of poor File Management
Files don't get lost	Loss of data
Files are not put in the wrong place	Wasting time looking for files
Reduce costs as paper copy is not required	Communication gaps
	Lose customers
Improve employee productivity and customer service as files are found quickly to deal with situations	Legal implication if data protection principles not followed

CORPORATE IMAGE

A **corporate** identity or **corporate image** is the manner which a **corporation**, firm or business presents themselves to the public (such as customers and investors as well as employees).

FEATURES:-

Letterhead is another element of corporate identity. Letterhead is the face of the company. Every document that comes out of the company should be printed on company letterhead. That is why it should have high quality, real and memorable design.

Slogan – reflects the aim of the business and is easily memorable

Logo - the logo should be designed so it can be immediately recognised. The logo should be clean and simple.

Colour - a set of constant colours that are a part of corporate identity, main objective in developing corporate colours is to pick them so that they will cause a persistent association with the company eg Uniform, Business premises décor, stationary

Font – consistent font identifiable with the company, reflect company.

Website - most prospective customers' research on the internet before purchasing so make sure your website looks professional and is informative and easy to use. Incorporate the logo, font and colour to reinforce company image.

Set procedures – have staff use a consistent approach eg how they answer the phone, how they greet the customer in the business

Mission statement - a short statement of an organisation's purpose, identifying the scope of its operations

Benefits of Corparate Image	Consequence of poor Corparate Image
Influence their willingness to use company	Negative perception results in decreased sales and profits
Good reputation will draw in customers	Inconsistent image negatively impacts sales
Instantly recognisable	
Repeat custom	Negative image makes people not want to associate with business
	Customers go to competitors

ELECTRONIC COMMUNICATION

People within business use communication on a daily basis. Nowadays a large part of that communication is in electronic form.

Communication happens between

- Other employees within the business
- Customers
- Potential Customers
- Suppliers
- Other businesses (such as banks)

FORMS OF ELECTRONIC COMMUNICATION

EMAIL	**Email** is short for 'electronic mail'. Similar to a letter, it is sent via the internet to a recipient. An **email** address is required to receive **email**, and that address is unique to the user. Some people use internet-based applications and some use programs on their computer to access and store **emails**
EMAIL FEATURES	**Out-of-Office Reply** A service that sends an automatic **reply** to senders while the intended recipient of a **message** is away from her **office** and email. Often used when an employee is on annual leave, can direct sender to another person who can help him or her. **Mark Urgent** Set the level of importance for an email message to indicate whether the message needs the recipients' attention quickly or can be read later **Delivery or Read Receipt** A **delivery receipt** confirms delivery of your email message to the recipient's mailbox, but not that the recipient has seen it or read it. A **read receipt** confirms that your message was opened. **Signature** An e-**mail signature** is a block of text that is appended to the end of an e-**mail** message you send. Generally, a **signature** is used to provide the recipient with your name, e-**mail** address, business contact information, or Web site URL.

	Attachments An **email attachment** is a computer file sent along with an **email** message. One or more files can be attached to any **email** message, and be sent along with it to the recipient. This is typically used as a simple method to share documents and images.
EDIARY	This allows the user to browse their appointments, and mark appointments on electronic "diary pages". The use of computers also introduces flexibility into the format of diaries, presenting different views, such as by year, month or week. Unlike a paper diary, the computer automatically adds new pages when needed, extra room for each day, and retains copies of diaries for years gone past.
EDIARY FEATURES	**Sharing a diary** Diaries can be shared so group meetings are easily arranged as staff can easily see when someone is available **Reminders** Reminders can be set so that an electronic pop up reminder of an event is set to alert a user of an upcoming event. **Room Booking** An e-diary can be used for booking rooms, such as a conference room, to allow meetings to be arranged in a designated place that will be free at a given time.
WEBSITES	The **purpose** of a service-based **business website** is to convince **website** visitors that they should become customers of the service **company**. This is done by positioning the **company** as a dependable, trust worthy and experienced service provider in the target market.
WEBSITE FEATURES	**Search Facility** This option allows the user a quick way to find what they are looking for. **Selling Facility** Being able to sell to customers via a website can greatly increase sales as they can sell out with their local area **Secure Payment** If you plan to sell via your website customers need to know their payment is secure. This helps to build trust between customer and business, improving reputation. **Location and Opening Hours** Many websites will have the opening times and the location of the business available, allowing customers to visit the actual business rather than just look online.

Social Networks	**Social networking** is the use of internet-based **social media** programs to make connections with friends, family, classmates, customers and clients. **Social networking** can occur for **social purposes**, business **purposes** or both through **sites** such as Facebook, Twitter, LinkedIn, Google+, and YouTube. Social Networks are an informal way of communicating.
Text Messaging	**Text messaging**, or **texting**, is the act of composing and sending electronic **messages**, typically consisting of alphabetic and numeric characters, between two or more users of mobile phones, tablets, desktops/laptops, or other devices.
Instant Messaging	**Instant messaging** (IM) is a type of online chat that offers real-time text transmission over the Internet. A LAN messenger operates in a similar way over a local area network. Short messages are typically transmitted between two parties, when each user chooses to complete a thought and select "send".
Web Conferencing	Web Conferencing is an online service by which you can hold live meetings, *conferencing*, presentations and trainings via the internet. You can connect to the conference either by telephone, mobile or using your computer's speakers and microphone.

ADVANTAGES AND DISADVANTAGES OF ELECTRONIC COMMUNICATION

BEFEFITS OF ELECTRONIC COMMUNICATION	CONSEQUENCES OF ELECTRONIC COMMUNICATION
facilitate the flow of information that in return accelerates the rate of decision making in any organization	Employees may waste time "surfing" the net rather than working
virtual meetings because they save time and money	Sometime meaning is lost or confused when communicating by text as extras such as body language are lost
creation of a shared information environment	Cost of buying and maintaining equipment
enable employees to communicate with their managers without the need of having a dedicated time for meeting	Staff need to be able to use all aspects of electronic communication and my need training
improve on how information flows in any organization	Cost of maintaining and protecting intranet and website
Face-to-face communications can be difficult for some people; by using tools like electronic mail or text messaging services this is eliminated	
web page to create organisational forums to support open discussions	