

Chapter 11

The Importance of Communication in Organizations Private Lisbon Network Case Study of the Ageas Portugal Group

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ABSTRACT

This research aims to understand how communication and great first impressions have an impact among the employees of the Lisbon's Private Network of the Ageas Portugal Group. The data collection's instruments used were questionnaire surveys to employees, which resulted in 97 valid responses and 4 interviews exclusively with managers. The collected data was processed using EXCEL. The results show that communication must be done in a transparent way and should include all parts; a great first impression is an important aspect of the organization as it improves of the chances of the customer coming back to it and recommending it. Communication and great first impressions are effective in AGEAS and face-to-face communication is not the most used in the Private Lisbon Network of the Ageas Portugal Group.

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INTRODUCTION

This work is carried out within the scope of the Communication course unit in the Master's in Company's Business and the chosen theme was "Communication and the great first impressions", using as a case study the Ageas Group's Private Lisbon Network Portugal.

First, it is important to understand what communication is. All organizations have communication present in their processes. No organization that wants to be a market leader can be that without communication. We can say that communication establishes a relationship between the organization and its employees, enabling them to check their actions and monitor their impact on achieving the outlined objectives. We can define communication as the method of sharing and interpreting knowledge and ideas between people using different methods, namely through verbal and non-verbal language.

Communications begins to occupy its place on the goals that the organizations want to reach and, therefore, becomes a big challenge because organizations must use communication to inform, engage and motivate their workers. (Santos, 2022).

For Marchiori (2006, p.27), communication must produce knowledge, tracing paths that lead the organization to a process of modernization, in search of its perception and consequently behavioral awareness. Therefore, it is important that communication acts to build and strengthen the future of the organization.

This work is divided in two parts. Initially, the theoretical framework is created in which it is studied the concept of communication and the communication process, the improvement of organizational communication, great first impressions and finally, it is made a brief presentation of the organization chosen to apply the study. The second and final part of the work is the methodology in which we mention the target population and study sample, the hypotheses formulated in the study, the method chosen for data collection and finally, the treatment of the data collected.

The main goal of this research is to understand the importance of communication and great first impressions in organizations, doing a case study of the *Private Lisbon Network* of the Ageas Portugal Group. This study aims to understand the effectiveness of communication and what means of communication are most used in the *Private Lisbon Network* of the Ageas Portugal Group, as well as understanding the importance of great first impressions in communication.

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