

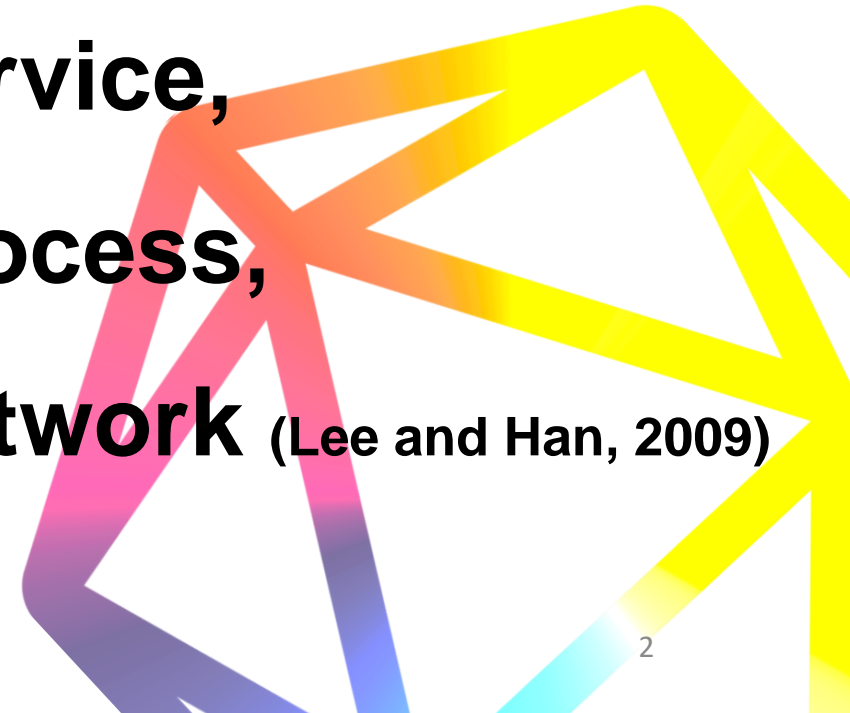
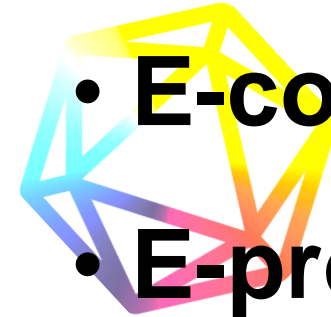
**WEEK 7:**  
**E-Business Tools for Connecting**  
**E-Business Tools for Communicating**

**MIS** Management  
Information  
System

**LECTURER:** Sam Yuan Permadi, M.Sc

# THE DIMENSION OF EBUSINESS

- **Content,**
- **Experience**
- **Platform** (Weill and Woerner, 2013);
- **E-information,**
- **E-communication,**
- **E-workflow** (Merono-Cerdan and Soto-Acosta, 2005);
- **E-commerce,**
- **E-procurement,**
- **E-cooperation,**
- **E-service,**
- **E-process,**
- **E-network** (Lee and Han, 2009)



# THE DIMENSION OF EBUSINESS

- **Content : Product Info & Details**  
(what is consumed?)
- **Experience : The motion/process/interaction within Ebusiness**  
(how is it packaged?)
- **Platform : The medium in which the Ebusiness occurred**  
(Weill and Woerner, 2013); (how is it delivered?)
- **E-information:** Provide meaningful information to stakeholders
- **E-communication:** the process of facilitating info exchange
- **E-workflow** : Automated and electronic-processed based of Business Process  
(Merono-Cerdan and Soto-Acosta, 2005);

# THE DIMENSION OF EBUSINESS

- **E-commerce** : The process of buying & Selling over electronic media
- **E-procurement** : B2B & B2C supplies procuring via internet
- **E-cooperation** : It is based on three levels: coop. framework, coop. process, and coop. step
- **E-service** : internet-based service offered to fulfil customer needs
- **E-process** : A process sustaining the operational aspects of an Internet-centered business model.
- **E-workflow** : Automated and electronic-processed based of Business Process  
(Lee and Han, 2009)

## **E-Business Tools**



*Tools needed to maintain  
business to be survived  
In the Information Age...*

- **Communication in Business is important**
- **Closely related to Marketing**
- **Needs Tool for execution**
- **Business Tools vs Ebusiness Tools**
- **Ebusiness Environment**
- **Impact on Traditional Business**
- **Activity traditional business and Ebusiness**

## What is communication ?



- Origin Latin word: *communicatio* means “to share”; “to impart”
- It is the transfer of information(s) of pa or unwritten content such as ideas, thoughts, and concept from one place to other places  
(Entrepreneur Handbook, 2021)
- Ebusiness communication tools is the medium between the company/organization toward the end users  
(consumers/customers)
- 3 Elements of communication:



Sender



Medium  
(Ebusiness tools)



Recipient

**Good Communication = Better Customer Experience  
Better Customer Satisfaction**



**Listen To Customers**

**Provide a Personal Touch**

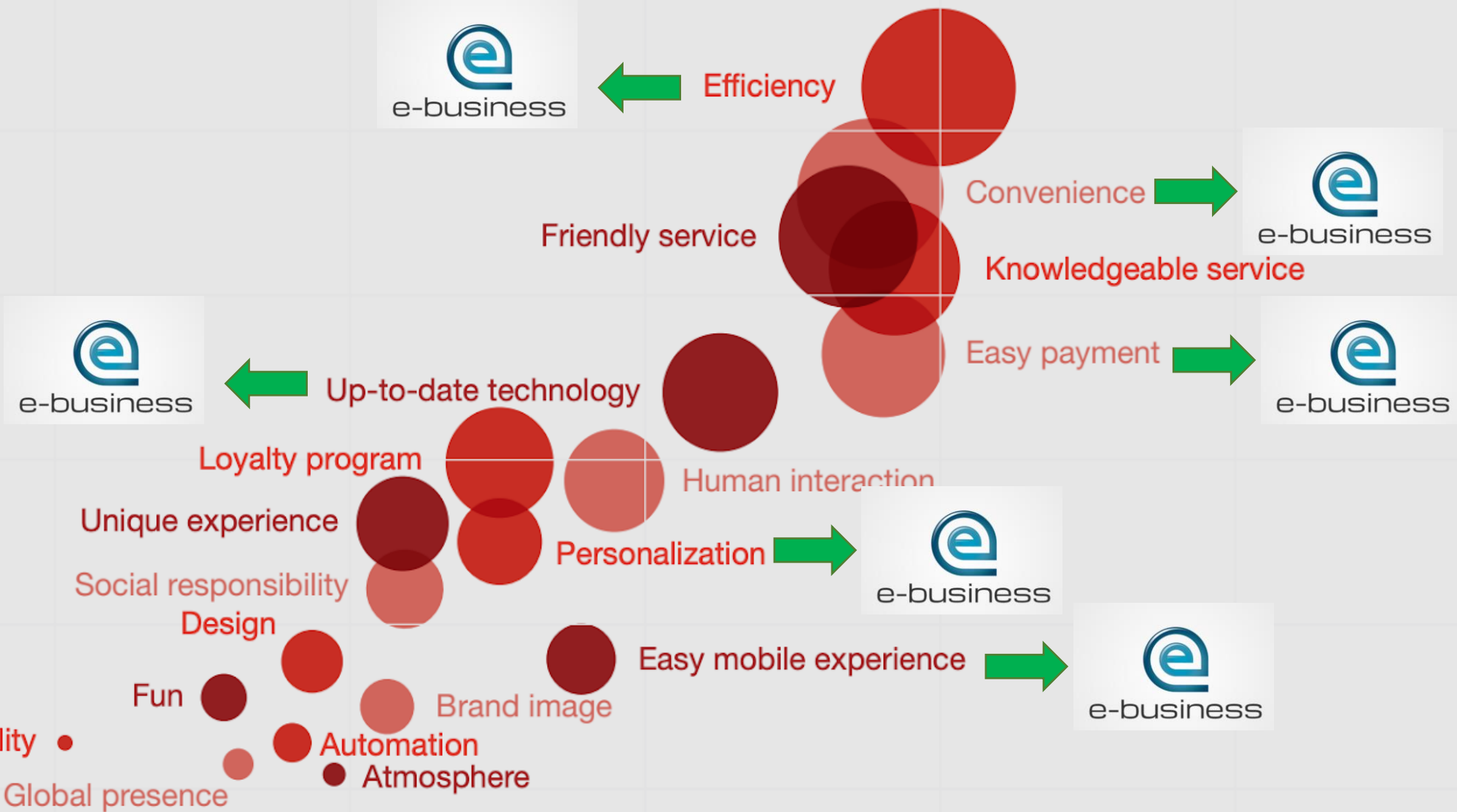
**Make Communications Informative**

**Ensure The Flow Of Communication**

**Let Them Help Themselves**

# What people value the most in there

## Customer Experience



# COMPARISON BETWEEN E-COMMERCE TOOLS FOR COMMUNICATING

TRADITIONAL COMMERCE (TRADITIONAL BUSINESS)	E-COMMERCE (E-BUSINESS)
Traditional commerce refers to the commercial transactions or exchange of information, buying or selling product/services from person to person without use of internet.	E-commerce refers to the commercial transactions or exchange of information, buying or selling product/services electronically with the help of internet.
In traditional commerce it is difficult to establish and maintain standard practices.	In e-commerce it is easy to establish and maintain standard practices.
In traditional commerce direct interaction through seller and buyer is present.	In e-commerce indirect interaction through seller and buyer occurs using electronic medium and internet.
Traditional commerce is carried out by face to face, telephone lines or mail systems.	E-commerce is carried out by internet or other network communication technology.
In traditional commerce processing of transaction is manual.	In e-commerce processing of transaction is automatic.
In traditional commerce delivery of goods is instant.	In e-commerce delivery of goods takes time.
Its accessibility is for limited time in a day.	Its accessibility is 24×7×365 means round the clock.
Traditional commerce is done where digital network is not reachable.	E-commerce is used to save valuable time and money.
Traditional commerce is a older method of business style which comes under traditional business.	E-commerce is a newer concept of business style which comes under e-business.
Its resource focuses on supply side.	Its resource focuses on demand side.
In traditional commerce customers can inspect products physically before purchase.	In e-commerce customers can not inspect products physically before purchase.
Its business scope of business is a limited physical area.	Its business scope is worldwide as it is done through digital medium.
For customer support, information exchange there is no such uniform platform.	For customer support, information exchange there is exists uniform platform.

## COMPARISON BETWEEN E-COMMERCE TOOLS FOR COMMUNICATING

TABLE 1. TRADITIONAL COMMERCE VS. E-COMMERCE

Activity	Traditional Commerce	E-commerce
Product information	Magazines, flyers	Web sites, Online catalogs
Business communications	Regular mail and phone	E-mail
Check product availability	Phone, fax, and letter	Email-Web-sites-Extranet
Order generation	Printed forms	E-mail, web sites
Product acknowledgements	Phone, fax	E-mail, web sites & EDI
Invoice generation	Printed forms	Web sites

# COMPARISON BETWEEN E-COMMERCE TOOLS FOR COMMUNICATING

## TRADITIONAL BUSINESS TOOLS



## EBUSINESS TOOLS

Traditional Business refers to the commercial transactions of information, buying or selling goods/services via person to person without any application of internet

Example:



person to person



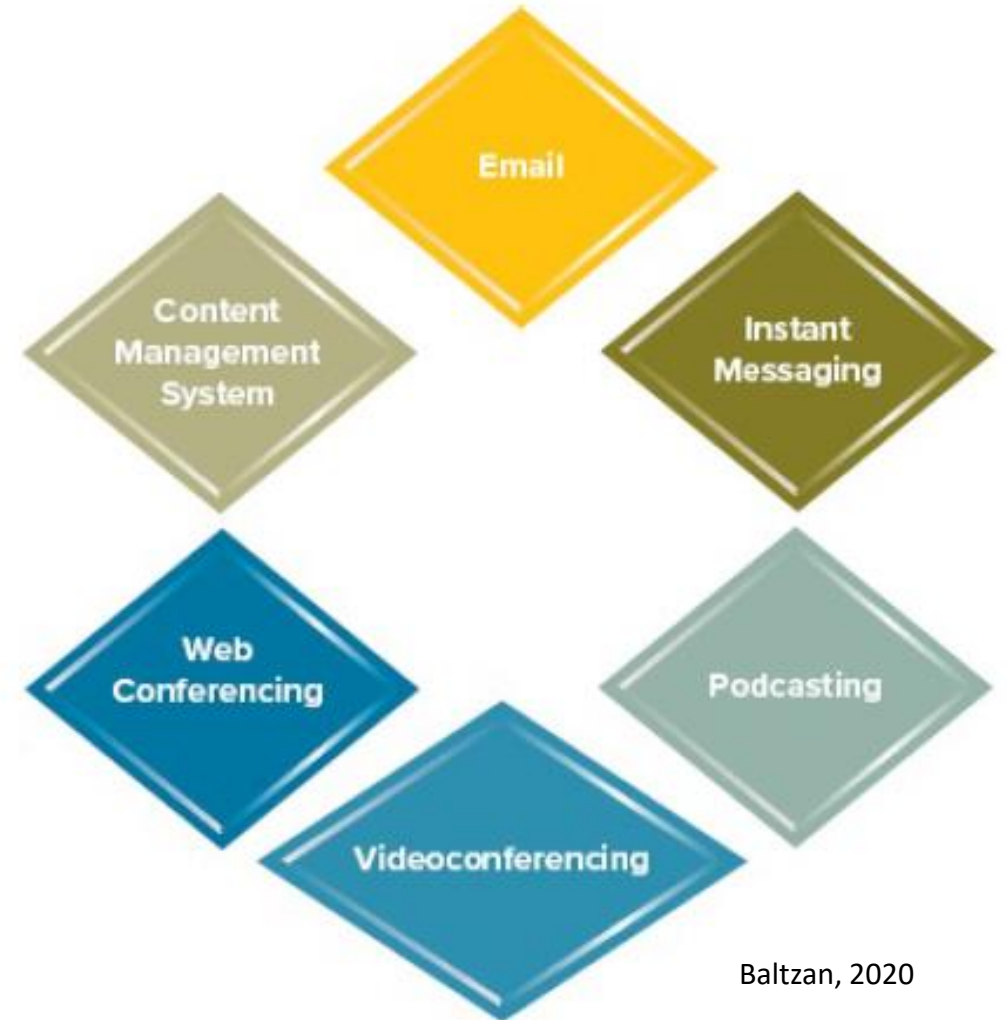
Traditional Market



Printed Material

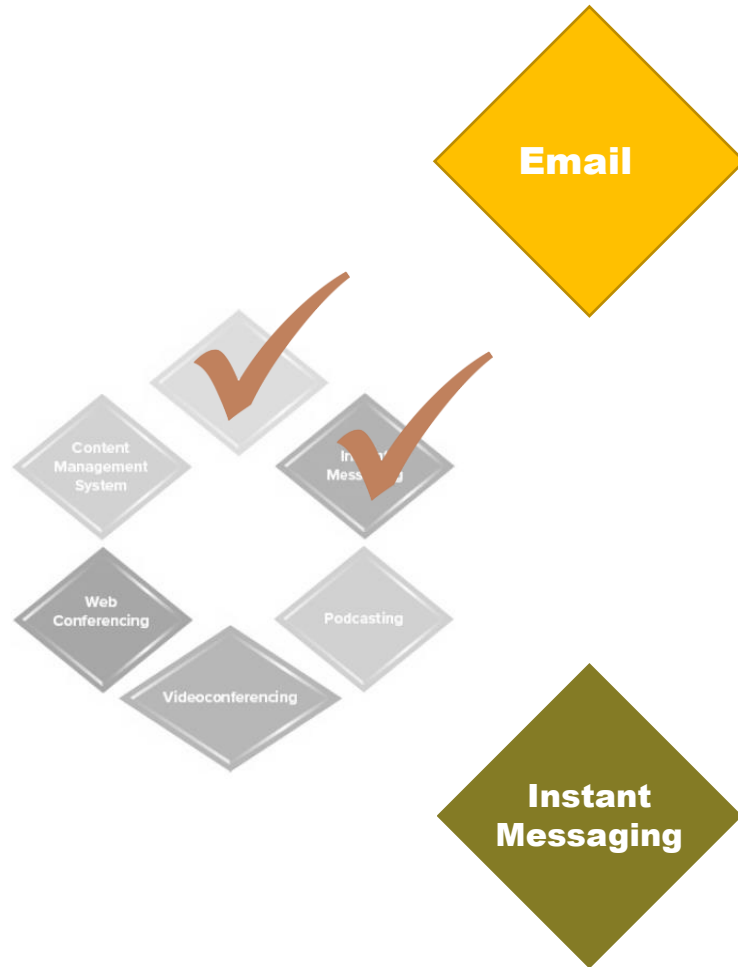


Postal Mail



Baltzan, 2020

## TYPE OF EBUSINESS TOOLS



- **Email** stands for Electronic Mail.
- Definition: The exchange of digital messages over the Internet
- Shortened the delivery duration. Unlike postal mail which takes days, email can travel in the same felicity as telephone.
- No place and time constrain.

**yahoo!mail**

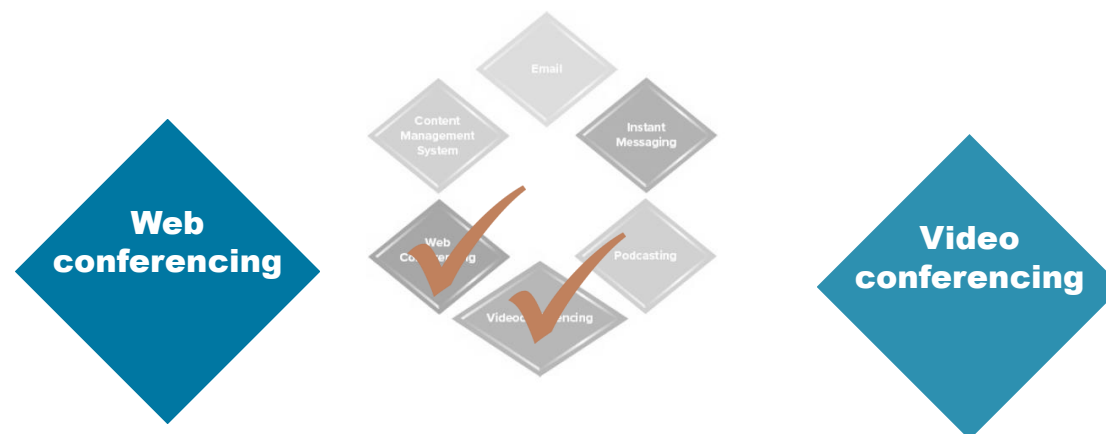
- **Instant messaging** is a service that enables instant or real-time communication between people.
- In business, the application is used to conduct online meetings, working document sharing and general discussion. This tools is greatly reducing the printing and distribution costs.

 Google Chat



**RingCentral**<sup>®</sup>

# What is the Difference?



FEATURE	WEB CONFERENCING	VIDEO CONFERENCING
<b>Main objective</b>	Content sharing.	Live communication.
<b>Internet connection</b>	Mandatory.	Optional.
<b>Confidentiality</b>	Low. Authorization is often not required; link access.	High. Requires authorization or physical access to an endpoint.
<b>Security</b>	This requirement is irrelevant for webinars.	
<b>Number of Speakers</b>	Usually 1, rarely more than 2 people simultaneously.	Limited only by the video conferencing server's capacity.
<b>Number of Viewers</b>	Unlimited.	Usually limited by the video conferencing server's capacity.
<b>Video quality of Speakers</b>	Up to 460p (SD quality). Video is optional.	Up to 4K UltraHD.
<b>Feedback options</b>	Chat only.	Audio and video.
<b>Using in conference room</b>	Only from laptop or desktop computer.	Can be used with a dedicated endpoint.
<b>Integration with corporate tools / systems</b>	Only with calendars.	Can be integrated with virtually any system.
<b>Area of application</b>	Distance education, presentations, trainings.	Occasional and regular meetings, negotiations, discussions.

# TYPE OF EBUSINESS TOOLS

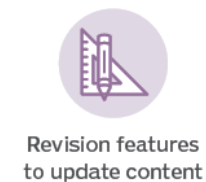
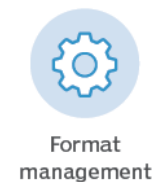
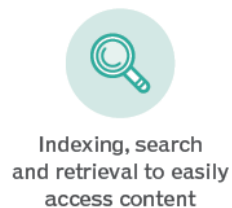


- **Podcasts** for a range of purposes. It broadcast audio in one-way direction to share information. This practice is to develop customer trusts and loyalty. (Frost, n.d)



- **Content Management System (CMS)** is a tool (which comes in the form of a software) that allows the users to create and manage their creation, edit, collaborate on, publish and store digital asset.
- CMSs are user-friendly; most include web-based publishing, search, navigation, and indexing to organize information, and they let users with little or no technical expertise make website changes (Baltzan, 2020).

## Core functions of a CMS



# THE IMPACT OF ELECTRONIC COMMUNICATIONS OF TRADITIONAL BUSINESS



- Growing popularity of social network
- High Rising of Portable Mobile Devices (ex: mobile phones and laptops) usage worldwide
- Companies and Organizations are required to review and adopt new electronic and internet-based communications to maximize the business and stay competitive
- Reduce Cost

# THE IMPACT OF ELECTRONIC COMMUNICATIONS OF TRADITIONAL BUSINESS



- Flexibility in pricing, promotions and product portofolio
- Direct commerce to customers
- Product customization
- Efficient Fund transfer
- Automated and convenient process

# ADVANTAGE OF EBUSINESS COMMUNICATION TOOLS

- Continuation of excellence service
- Improvement in Information sharing speed and accuracy
- Enhanced customer service (better experience and satisfaction)
- Improvement on productivity



**ADVANTAGE**

# ADVANTAGE OF EBUSINESS COMMUNICATION TOOLS

- Wider access market
- Improving Workflow
- Reducing Error and Improving Quality
- Collaboration with suppliers



**ADVANTAGE**

# EBUSINESS TOOLS AS SOCIAL TECHNOLOGY

- Nowadays: The rise of User Content generation, social networking technologies.
- Socializing conventional e-commerce sites by integrating social elements into existing retail websites.
- Socializing technologies are utilized to connect customers to build relationships, via ratings and reviews, in forums and communities like Facebook, Trip Advisor, Twitter.



# STUDENT ACTIVITY

## BUSTED

### Virtual Abandonment

Approximately 35 percent of online shopping carts are abandoned prior to checkout. Abandoned shopping carts relate directly to lost revenues for a business. It is as if a customer walked out of the store leaving their cart full of chosen items. Businesses need to focus on why the customers are virtually walking out of their stores. The problem typically lies in the checkout process and can be fixed by the following:

- Make sure the checkout button is easy to find.
- Make sure personal information is safe and the website's security is visible.
- Streamline the checkout process so the customer has as few clicks as possible.
- Do not ask shoppers to create an account prior to checkout, but you can ask them to create an account after checkout.
- Ensure your return policy is visible.

Have you ever abandoned a virtual shopping cart? In a group, visit a website that you or your peers have recently abandoned and review the checkout process. Was it difficult, cumbersome, or lacking security? Then visit [Amazon.com](https://www.amazon.com) and review its checkout process and determine whether Amazon is meeting the preceding recommendations.

## END OF THE CLASS



**THANKS, GUYS. SEE YOU NEXT  
WEEK.**

# REFERENCE

Baltzan, P. (2020). M: Information systems (5th ed.). McGraw-Hill.

<chrome-extension://efaidnbnmnnibpcajpcglclefindmkaj/https://www.pwc.com/us/en/advisory-services/publications/consumer-intelligence-series/pwc-consumer-intelligence-series-customer-experience.pdf>

Harsono, A. (2014). The impact of e-Commerce in supply chain management at Dell Inc. Semantic Scholar | AI-Powered

Research Tool. <https://www.semanticscholar.org/paper/THE-IMPACT-OF-E-COMMERCE-IN-SUPPLY-CHAIN-MANAGEMENT-Harsono/e1966333e7bcc3b1125cd7c4e94e66127973d382>

Jena, S. (2021). Difference between traditional commerce and e-Commerce.

GeeksforGeeks. <https://www.geeksforgeeks.org/difference-between-traditional-commerce-and-e-commerce/>

Krukova, A. (2016, March 28). *Web conferencing and video conferencing difference*. Video Conferencing

Blog. <https://trueconf.com/blog/reviews-comparisons/difference-web-conferencing-video-conferencing-systems.html>

## REFERENCE

Lee, M. C., Han, M. W. (2009). E-Business Model Design and Implementation in Supply-Chain Integration, WISA '09, May 22-24, pp. 001-004, Nanchang, P.R. China

Merono-Cerdan, A.L., Soto-Acosta, P., 2005, Examining E-Business Impact on Firm Performance through Website Analysis, Int. J. Electronic Business, Vol. 3, No. 6

MHC Marketing (2019). 6 customer communications examples you should know. MHC

Automation. <https://www.mhcautomation.com/blog/customer-communications-examples/>

OkCredit Psi Phi Global Solutions Pvt. Ltd. (2021). Difference Between Commerce And Business. OkCredit.

<https://okcredit.in/blog/what-is-the-difference-between-commerce-and-business/>

Frost, S. (n.d). The advantages of podcasts in business. Small Business - Chron.com.

<https://smallbusiness.chron.com/advantages-podcasts-business-36484.html>

## REFERENCE

Weill, P., Woerner, S.L., 2013, Optimizing Your Digital Business Model, MIT Sloan Management Review, Spring 2013, Vol.

54 No. 3

*What is communication? – Entrepreneur handbook.* (2021, March 27). Entrepreneur

Handbook. <https://entrepreneurhandbook.co.uk/what-is-communication/>