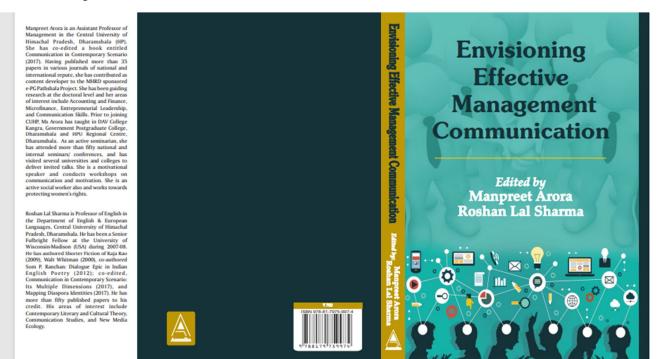
# Book chapter: Conundrums, Challenges, and Aggravations of Ineffectiveness in Communication Resultant of Digitalization



#### Chapter-16

# Conundrums, Challenges, and Aggravations of Ineffectiveness in Communication Resultant of Digitalization

### Manpreet Arora

#### The Conundrums

Gone are the days when we used to rely on face to face communication and the traditional modes of written communication. Even at workplaces of varied nature we can see the profound impact of digitalization. Across the globe, many industries have undergone massive changes as a result of digitalization. In the sectors like finance, travel, insurance, consumer goods industry the digitalization has virtually ended face to face communication and the consumer behavior has been also radically affected. The increase in self service concept, automated facilities, preference to fully digital platforms for buying and selling are transforming the ways of communication. Many industries have already faced this trend and have undergone major changes. This transformation is changing the way that consumers behave that too drastically.

Companies have to now find more efficient methods of doing business to serve customers according to their new needs and expectations. This shift in consumer behavior towards web and mobile based digital services is the driving force behind greater digitalization and is also leading disruption in communication. The benefits of increasing digitization are driving the companies crazy as the customers have now got freedom and ease at many levels. The far reaching perceived benefits go beyond customer experience and affect the very core of business operations, the production strategies, the marketing plans,

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