



Using Business Principles to support ethical communication

Introduction



In 1985 the first mobile phone call was made on the Vodafone network. This is now one of the largest telecommunications companies in the world. In the UK alone, more than 15 million people use the Vodafone service. It now has interests in 27 countries and it partners networks in a further 27 countries. Its vision is to 'be the world's mobile communications leader'.

This case study looks at how Vodafone's Business Principles underpin the way in which it communicates with all stakeholder groups.

When customers make key decisions about mobile phones and the networks they would like to use, they need details that make sense. They will want to be aware of charges and tariffs before committing themselves. They will also want to make comparisons between networks.

Why ethical communication is important for business

Companies working in this sector need to make sure that their information is honest, clear and easy to understand. This information will be used by customers to make the correct choice of mobile phone and tariff for their individual need.

Responsible businesses must think carefully about how they communicate messages to customers and other stakeholders.

Every business or organisation turns inputs from its environment into outputs that are returned to the world in which it operates. They have to be able to adapt and manage constant change.

In recent years, chiefly in high-tech industries, the rate of market change has become even faster. New products and services are developed and launched more quickly and can be perceived as more complex. Customers and different stakeholder groups want different information but all want it to be relevant.

In such a world, responsible businesses must think carefully about how they communicate messages to customers and

other stakeholders.