

The Accent Coach Agrees With Report That Shows Corporate E-Mail Communications Will Continue Grow

A report from The Radicati Group, a technology market research firm, shows that the number of corporate email accounts has grown from 2011 to 2015

LOS ANGELES, CA, USA, October 30, 2015 /EINPresswire.com/ -- A report from The Radicati Group, a technology market research firm, shows that the number of corporate email accounts has grown from 2011 to 2015, with that trend expected to continue. According to Claudette Roche, a [professional speech coach](#), businesses must train staff on speaking clearly in written and oral communication to improve company efficiency and customer satisfaction.

The Email Statistics Report took data from the years 2011-2015 and compiled a report that shows how email is changing in the consumer and corporate arenas. The number of corporate email accounts in the millions in 2011 was 788 while that number increased to 1070 in 2015. While these numbers represent only 25% of the total number of email accounts, corporate accounts are generally the most active. The report also showed that the typical account sends and receives approximately 105 messages each day.

About 20% of emails are classified as spam and end up in the person's inbox in spite of junk mail filters. The growth of email has slowed down even though it is still increasing. According to the report, this is due to the increase in use of other methods of written communication, such as instant messaging and social media.

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Like verbal communication, written communication must be clear and understood to be effective. One of the reasons for the growth of written and online communication is the development of a global workforce. Employees and clients may be located anywhere in the world. Email offers a convenient method of

communicating in different time zones. At the same time, web conferencing and online communication methods such as Skype allow people to conduct more traditional meetings.

Business managers and owners must be more aware of the challenges of communication that appear from these trends. Phrasing and word choice that is clear to people in the same city or region may cause confusion to someone in another country or even a different state.



"Miscommunication often occurs when someone misses out on parts of a conversation or speech because of a strong accent," says Claudette Roche, a [speech reduction coach](#) who helps people learn how to enunciate properly and [minimize accents](#).

In a global business world, you can't afford to create issues because of a verbal misunderstanding. However, this issue is just as important in written communication if you use phrasing that may not be understood in other parts of the world or from people outside of the industry.

As more businesses broaden their reach around the world, it is important that they develop better communication skills and understand what others are hearing when they speak. They can reduce the mistakes that are made by paying more attention to what they say and how they say it. They can also become more aware of how they communicate in written form, too.

Communication has always been the basis for business relationships, both internally between staff members and externally between companies and their clients or customers. No matter how communication channels change, that aspect stays the same.

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