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There are 7 major elements when we talk about the communication process. These are: sender, ideas, encoding, communication channel, receiver, decoding and feedback. We will talk in this article about a specific situation: the online communication.

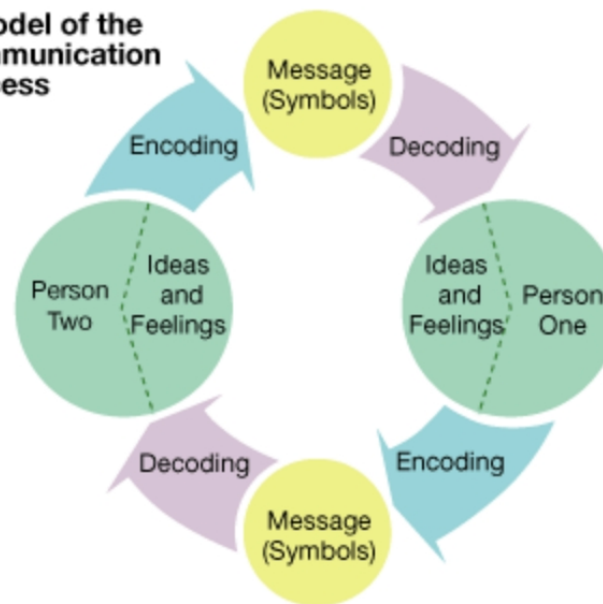
How we can define communication?

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A Model of the Communication Process



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In our special case, where there is a communication between a possible client and a company, the communication is

What are the major elements of communication for online support?

1. **Sender:** the person who approaches our services with the intention of getting an answer to his or her questions or passing a feedback.

2. **Ideas:** the passed ideas are the subject matter of this action. These can represent attitudes, opinions, views, feelings, suggestions, complaints or questions.

3. **Encoding:** represents the conversion of subject matter in certain symbols. Here, things get complicated, because most people use their own definition for certain emotions or ideas. The way they put these in sentences offers a view over their type of personality.

4. **Communication channel:** online, the communication channel is the chat window. There are certain techniques that



4. Communication channel: online, the communication channel is the chat window. There are certain techniques that we`ll discuss in future articles, we use to warm the discussion or transmit a certain feeling about it, so that the sender will not remain with the idea that the communication was cold and the specialist is not involved in solving his or her problem.

5. Receiver: the receiver is a member of our team, whose main activity is to solve clients` problems and represent your brand. In the mind of the sender, he will not talk with a human who drinks, sleep or raise children, like all of us, but to a brand. This is why, in our case, the receiver is a fictional entity and will have to behave accordingly.

6. Decoding: the receiver has to extract the meaning from the symbols sent by the sender and understand completely what he needs.

7. Feedback: is the process in which the receiver and the sender are ensuring that



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