

ANALYZING MODERN COMMUNICATION TOOLS ON THE EMPLOYEE PRODUCTIVITY AT RAMA SECURITY AGENCY INCORPORATED

ABSTRACT

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This thesis investigates the influence of modern communication tools on employee productivity. RAMA Security Agency Incorporated, a private company specializing in the analysis, planning, design, and implementation of integrated security systems, has identified frequent misunderstandings as a communication challenge. As a result, the agency continues to rely heavily on direct, face-to-face interactions with staff, despite the availability of digital communication platforms. This study explores the influence of modern communication tools on employee productivity, with the goal of offering practical recommendations for managers to enhance internal communication and achieve greater organizational success. It emphasizes the importance of fostering a collaborative work environment, strengthening communication strategies, and improving daily operational efficiency. A descriptive research design was utilized, with 20 employees selected as respondents for the survey. The researchers employed a survey questionnaire as the primary instrument for data collection and utilized purposive sampling to select the respondents. Data were analyzed using frequency and percentage distribution, ranking, and weighted mean. Results revealed that Google Meet was the most commonly used communication platform, selected by 10 respondents. In contrast, email and phone calls were the least preferred, with only two respondents choosing each. A common issue identified was the challenge of maintaining employee productivity due to unclear communication through modern tools. Additionally, the study found significant differences in productivity based on age and work quality, as well as years of service and efficiency. However, no significant differences were observed in relation to job title or communication method. These findings emphasize the need to enhance workplace communication practices to improve overall productivity. The findings, several strategies are recommended to enhance employee productivity. Providing regular training opportunities can help employees strengthen their skills and improve job performance. Encouraging collaboration and fostering effective communication promotes a more cohesive and efficient work environment. Clearly defined goals, coupled with consistent feedback, can further enhance task completion and accountability. Additionally, improving employee satisfaction, upgrading communication tools, routinely assessing current strategies, and offering continuous support and development are essential for adapting to evolving workplace demands and sustaining productivity.

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