Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Languages

Bachelor Thesis

Neuro-linguistic programming techniques in marketing and business communication and their influence on the income of the company

Anastasiia Glazova

CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

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Anastasiia Glazova

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Neuro-linguistic programming techniques in marketing and business communication and their influence on the income of the company

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Objectives of thesis

The main aim of the bachelor thesis is to identify different kinds of neuro-linguistic programming techniques and how they influence the communication in marketing and business sphere.

Methodology

The work consists of two parts – theoretical and practical. The theoretical part will be based on the study of secondary sources. The empirical part will be compiled on the basis of outputs from quantitative/qualitative research.

The proposed extent of the thesis

30 – 40 pages

Keywords

Neuro-linguistic programming, business communication, marketing, psychology, work relationship, leadership, management

Recommended information sources

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The Bachelor Thesis Supervisor

Ing. Kristýna Kučírková, MSc

Supervising department

Department of Languages

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PhDr. Mgr. Lenka Kučírková, Ph.D.

Head of department

Electronic approval: 27. 10. 2022

doc. Ing. Tomáš Šubrt, Ph.D.

Dean

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Declaration

I declare that I have worked on my bachelor thesis titled "Neuro-linguistic programming techniques in marketing and business communication and their influence on the income of the company" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break any copyrights.

In Prague on 15.03.2024 _____

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Neuro-linguistic programming techniques in marketing and business communication and their influence on the income of the company

Abstract

The topic of this bachelor thesis is Neuro-linguistic programming techniques in marketing and business communication and their influence on the income of the company. The main goal of the work is to identify different kinds of neuro-linguistic programming techniques and how they influence the communication in marketing and business sphere. In the theoretical part, an analysis of specialized literature on a selected topic is carried out using the method of literary research. Here the history and definition of NLP, the most famous NLP techniques, the influence of NLP on consumers and examples of the use of NLP in marketing practice are described. Further, attention is paid to marketing, marketing communication and business communication in general. In the practical part, an analysis of the possibilities of using NLP techniques is carried out on the example of Company X, which is one of the largest Czech marketplaces. The analysis is realized with the use of internal information and on the basis of a semi-structured interview with the employee. Its results revealed some problems associated with restrictions in text communication and with the interpretation of customer feedback. The recommendations made in the work should eliminate these problems.

Keywords: business communication, leadership, management, marketing, neuro-linguistic programming, psychology, work relationships.

Techniky neurolingvistického programování v marketingové a obchodní komunikaci a jejich vliv na příjmy firmy

Abstrakt

Tématem této bakalářské práce jsou neuro-lingvistické programovací techniky v marketingové a obchodní komunikaci a jejich vliv na příjmy společnosti. Hlavním cílem práce je identifikovat různé druhy neuro-lingvistických programovacích technik (NLP) a jejich vliv na komunikaci v marketingové a podnikatelské sféře. V teoretické části je proveden rozbor odborné literatury na vybrané téma, a to s pomocí metody literární rešerše. Zde je popsána historie a definice NLP, nejznámější NLP techniky, vliv NLP na spotřebitele a příklady použití NLP v marketingové praxi. Dále je pozornost věnována marketingu, marketingové komunikaci a obchodní komunikaci obecně. V praktické části je provedena analýza možností využití NLP technik na příkladu společnosti X, což je jeden z největších českých marketplaců. Analýza je provedena s využitím interních informací a na základě polostrukturovaného rozhovoru se zaměstnancem. Její výsledky odhalily určité problémy spojené s omezením v textové komunikaci a s interpretací zpětné vazby od zákazníků. Návrhy vytvořené v práci by měly tyto problémy eliminovat.

Klíčová slova: marketing, neurolingvistické programování, obchodní komunikace, pracovní vztahy, psychologie, řízení, vedení lidí.

Table of content

1 Introduction

Over the years of marketing, many concepts of market relations have been developed. Nowadays, the most popular is the concept of social and ethical marketing, according to which the main task of the company is to identify and meet human needs while maintaining or improving the well-being of the consumer, society, as well as the state of the environment. However, for a long-time marketers have been attracted by another approach called neuro-linguistic programming.

Neurolinguistic programming (NLP) is a direction in psychology and psychotherapy that allows to influence beliefs, decisions, and human behavior using verbal and nonverbal means. NLP techniques firstly appeared in the 1970s but still generate a lot of discussion. It is since the consciousness, body and language of an individual determine the picture of his perception of the world, and this perception (and, consequently, behavior) changes in the course of life as a person acquires a new experience. It can also be changed intentionally by restructuring personal experience through various techniques.

At the stage of building communications, any company urgently needs a wide variety of methods for developing relationships, both with internal and external customers. Traditional tools help to identify and meet needs, but they do not take into account the deep psychological characteristics of a person and his hidden needs. In turn, innovative approaches, such as NLP, offer an arsenal of competencies in the field of communications, which successfully complement the existing core competencies of the company.

These reasons indicate the relevance of this bachelor's work. Even though NLP can be used in a number of areas, from business processes and consulting to sports and culture, its application seems to be most effective in marketing, where the possibilities of influencing the consumer are still not fully explored.

This thesis consists of two parts: theoretical and practical. The theoretical part is based on a literary review of specialized literature and scientific articles. It is mainly descriptive in nature. The first chapter is regarding to NLP, the second chapter is devoted to marketing, and the third deals with business communication. The empirical part is implemented based on the results of quantitative and qualitative research. After the presentation of information about the selected company, its marketing analysis will be carried out in the work. Based on an interview with an employee, it will be found out what NLP techniques the company

has used in the past, what results it has brought and what can be done to improve marketing indicators using NLP in the future.

2 Objectives and Methodology

2.1 Objectives

The objective of this bachelor thesis is to identify different kinds of neuro-linguistic programming techniques and how they influence the communication in marketing and business sphere. The sub-objective of the work is to determinate of how different NLP techniques may affect the work environment and in perspective raise the sales.

Here are the tasks set within the framework of this work:

- identification with neuro-linguistic programming techniques,

- evaluation of different types of NLP techniques and their influence,

- evaluation NLP techniques in marketing and business communications and aims that may be achieved through their usage.

2.2 Methodology

This thesis is divided into two comprehensive parts: theoretical and analytical. The theoretical section is constructed upon a thorough analysis of secondary sources, meticulously examining the role and impact of NLP techniques within the business arena. This part of the thesis primarily utilizes professional publications and scientific literature, focusing on the latest applications and outcomes of NLP in business. A key feature of this section is the classification and analysis of various NLP techniques, exploring their influence on human behavior and psychology. Additionally, this part discusses and evaluates the objectives achievable through the strategic use of these NLP methods.

In contrast, the analytical part of the thesis is rooted in empirical research. It involves a detailed investigation into the actual application of NLP techniques in existing business environment. This research aims to provide concrete examples and case studies, illustrating how NLP is currently being utilized in the business world and the tangible effects it has produced. This part of the study draws from both quantitative and qualitative research methods, offering a comprehensive view of the practical implementation and effectiveness of NLP techniques in business settings.

In order to assess the real possibilities of applying NLP techniques in practice, to begin with, the author of the work sent requests to several Czech companies that, according to her experience of interaction, could use these tools. Two companies declined to comment on these methods, another company did not respond, and the last company agreed to participate in the study on condition that its name would not be named. For this reason, the name of the manager who participated in the interview is also not given in the work. But for a better understanding, the company name is designated as company X.

The first stage of the analysis was the description and characteristics of the company, as well as its marketing tools and business communications. This information was partly obtained from the company's website, and partly based on internal data provided by the manager who participated in the interview.

The next step was to conduct own research in the format of semi-structured pen and paper interview (PAPI). The interview questions were created based on the data collected in the theoretical part, as well as on information about current marketing activities and communication within the company. A total of 15 questions were created, some of which had clarifying sub-questions. The survey deals with how a company's marketing and communication strategies are shaped by NLP technologies. It aims to assess the effectiveness of NLP in enhancing customer engagement, personalizing the customer journey, refining content strategies, and its impact on sales and internal team dynamics.

The interview was conducted by telephone by agreement with an employee of the company and lasted approximately 25 minutes. The manager's answers were recorded on audio, and then translated into text form and compiled in the work. For a better understanding, the text has been divided into several thematic blocks.

3 Literature Review

This chapter of the work is devoted to a literary review, which contains information on the topic of neuro-linguistic programming, marketing and business communication. These data serve as the basis for conducting own research in the practical part.

3.1 Neurolinguistic programming (NLP)

This subchapter of the work is devoted to neurolinguistic programming. At the beginning, the history and essence of this approach are briefly described. Next, the paper presents NLP techniques and their impact on consumers. At the end of the subchapter, examples are given of how NLP can be used in marketing.

3.1.1 History and definition of NLP

Neurolinguistic Programming (NLP) can be defined in several ways, reflecting its multifaceted nature and the diverse perspectives of practitioners and critics. According to Furduescu (2019, p. 40), NLP is a psychological approach that involves understanding and changing human behavior. It emphasizes the role of language, thoughts and patterns of behavior learned through experience to specific outcomes. As a proponent of NLP he asserts that there is a connection between neurological processes, language, and behavioral patterns learned through experience, and that these can be changed to achieve specific goals in life.

The history of NLP dates back to the 1970s when it was developed by Richard Bandler, a student of psychology, and John Grinder, a linguistics professor. Their work was initially focused on identifying and modeling the patterns of behavior and language structure of successful therapists. They studied renowned therapists like Fritz Perls, the founder of Gestalt therapy, Virginia Satir, a family therapist, and later, Milton Erickson, a leading hypnotherapist. Their objective was to discover why these individuals were effective and to develop models that could be taught to others to improve their own effectiveness in therapy, communication, and personal development (Potter, 2018, p. 5-7).

According to Hoobyar, Dotz and Sanders (2013, p. 14), the foundational belief of NLP is that people operate by so-called internal maps of the world that they learn through sensory experiences. NLP posits that these maps can be modified to lead individuals towards

more beneficial behaviors. This belief is operationalized in NLP by techniques that aim to change the way that individuals think, view past events, and approach their life.

NLP has been applied in various fields including psychotherapy, business, education, and sports. In the business sector, for example, it has been used to enhance communication and management skills, sales performance, and negotiation techniques. In education, NLP techniques have been employed to improve teaching methods and learning strategies (Grinder and Pucelik, 2013, p. 6).

But it also should be noted that despite its widespread use and popularity, NLP has received significant criticism from the scientific and academic communities. Skinner and Stephens (2003, pp. 177-178) argue that NLP lacks empirical support and that its theoretical foundations are weak. Much of the evidence cited in favor of NLP is anecdotal, and rigorous scientific studies are limited. This has led to NLP being categorized by some as a pseudoscience. However, proponents of NLP maintain that it is an effective tool for personal development and communication and argue that its effectiveness is evident in the successes of those who apply its techniques.

3.1.2 NLP techniques

NLP encompasses a variety of techniques aimed at improving communication, personal development, and psychotherapy. These techniques are grounded in the premise that there is a significant interplay between mind (neuro), language (linguistic), and behavioral patterns learned through experience (programming). Key techniques in NLP include the next (Machado and Davim, 2019, p. 19):

- Rapport Building,

- Anchoring,

- Swish Pattern,

- Meta Model,

- Milton Model.

Rapport Building is fundamental in NLP and involves creating a sense of trust and understanding with another person. This technique emphasizes mirroring and matching body language, tone of voice, and language patterns of others to create a bond or connection. It is

widely used in various contexts, from therapy to business negotiations, as it fosters a conducive environment for communication and influence (Machado and Davim, 2019, p. 19).

Anchoring refers to the process of associating an internal response with some external or internal trigger so that the response can be quickly re-accessed. This technique is akin to classical conditioning and is used to elicit or change emotional states (Machado and Davim, 2019, p. 19). For instance, a therapist might help a client anchor feeling of confidence to a specific physical gesture.

The Swish Pattern is a technique used for changing patterns of behavior or thought. It involves replacing an unwanted thought or behavior with a desired one. As for Ready and Burton (2015, p. 188), typically, this is done through visualization exercises, where the negative image is visually swished with a positive one, facilitating a change in the mental association.

The Meta Model is an another linguistic tool used to clarify and specify language in communication. It involves asking specific questions to uncover the deeper meaning behind words. This model is used to challenge limiting beliefs and assumptions, often revealing underlying issues that need to be addressed (Potter, 2018, p. 12).

Conversely, the Milton Model is a way of using vague and metaphorical language to allow the listener to fill in gaps with their own interpretations, often used in therapeutic settings to encourage relaxation and open-mindedness. Milton model was inspired by the hypnotic techniques of Milton H. Erickson and is effective in subtly directing a client's thinking in a more positive direction (Ready and Burton, 2015, p. 252).

In addition to these, NLP employs various other techniques like reframing, which involves changing the perspective on an event or situation to alter its meaning and impact, and modeling, which is the process of adopting the behaviors, attitudes, and beliefs of successful individuals in a specific field.

3.1.3   The impact of NLP on consumers

The impact of NLP on consumers is a multifaceted topic, delving into how NLP techniques influence consumer behavior, decision-making, and overall experience. As was

mentioned before, NLP has found application in marketing, advertising, and customer service, significantly shaping consumer interactions and perceptions.

A primary area where NLP impacts consumers is in persuasive communication. According to Gass and Seiter (2014, p. 65), marketers and advertisers employ NLP techniques to create messages that resonate more deeply with target audiences. By utilizing language patterns and communication strategies that align with the mental models of consumers, businesses can craft compelling narratives that encourage purchasing decisions. For example, the use of metaphor and storytelling, integral to the Milton Model in NLP, allows marketers to construct scenarios that consumers can relate to, thereby fostering a deeper emotional connection with the product or brand.

Another significant aspect is the role of NLP in enhancing customer service experiences. Through training in NLP techniques, customer service representatives are better equipped to build rapport with customers, empathize with their needs, and effectively address their concerns (Grinder and Pucelik, 2013, p. 40). This enhanced interaction not only improves immediate customer satisfaction but also bolsters long-term customer loyalty. NLP's emphasis on understanding and mirroring customer language and behavior patterns aids in creating a more personalized and satisfying customer experience.

NLP also finds its application in consumer research. By analyzing language patterns and behaviors, researchers can gain insights into consumer attitudes, preferences, and motivations. This understanding enables businesses to tailor their products, services, and marketing strategies more effectively to meet the needs and desires of their target audience (Potter, 2018, p. 13).

Moreover, NLP techniques are instrumental in sales training and negotiation, because they are equipping sales personnel with skills to better understand and respond to consumer cues. This results in more effective communication, increased trust, and potentially higher sales conversions. Beside that sales professionals trained in NLP are often adept at identifying and responding to subtle verbal and non-verbal signals from consumers, enabling them to tailor their sales approach in real-time (Potter, 2018, p. 13).

3.1.4 Examples of using NLP in marketing

The integration of NLP in marketing strategies exemplifies the confluence of technology and consumer psychology, which offers innovative avenues for enhancing customer engagement and business processes. A notable example of NLP's application is observed in the realm of e-commerce, where semantic search engines utilize NLP to understand and process consumer search queries (Machado and Davim, 2019, p. 80). This application significantly improves the shopping experience by providing more relevant product suggestions, thereby enhancing customer satisfaction and potentially reducing cart abandonment rates.

Sentiment analysis, another pivotal application of NLP, allows businesses to gauge consumer emotions and opinions through the systematic examination of textual data. This technique is particularly effective in social media monitoring, because it enable companies to discern the public perception of their brand and adjust their marketing strategies accordingly. In the area of communication, NLP also manifests in tools like autocomplete, autocorrect, and spellcheck, which streamline textual interaction and reduce errors. These features are especially beneficial in contexts such as online order forms, where accuracy is paramount (Ready and Burton, 2015, p. 129).

Email classification systems represent another domain where NLP is employed. Systems like Gmail's categorize emails into distinct groups based on content, thereby aiding users in efficiently managing their inboxes (Ready and Burton, 2015, p. 129). According to Furduescu (2019, p. 43), the use of NLP in customer service is exemplified by chatbots, which provide instant responses to customer queries. These tools enhance the customer service experience, especially for e-commerce platforms, by delivering efficient and on-demand support.

Smart assistants, such as Siri and Alexa, also utilize NLP for voice recognition and natural language generation, assisting in tasks ranging from online shopping to managing personal schedules. As for Hoobyar, Dotz and Sanders (2013, p. 24), in the context of brand analysis, tools like IBM Watson Natural Language Understanding analyze data from diverse sources to assess a company's branding effectiveness. This strategic application of NLP aids in refining brand positioning by identifying key sentiments and keywords associated with the brand. In addition, NLP tools like IBM's Watson Assistant and Relative Insight enhance the customer experience by analyzing feedback for better understanding customer needs.

The role of NLP could also be found in content strategy, which is underscored by tools like Jarvis AI. It aid in the generation of relevant and engaging content, thus supporting content marketing efforts. Finally, in the sphere of lead generation, NLP tools like Terminus provide insights into customer needs and preferences, facilitating targeted marketing strategies.

3.2   Marketing

This subchapter contains key information on the topic of marketing. Attention is paid to the concept of marketing, its goals, objectives and functions, as well as marketing communication. The chapter also describes specific marketing communication tools, including the newly emerged category of Internet marketing.

3.2.1   Definition of marketing

As a multifaceted and dynamic field, marketing is broadly defined as the set of activities, institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. This definition, endorsed by the American Marketing Association (AMA), encapsulates the essence of marketing as not just a business activity, but a societal process as well.

But a more detailed perspective on this concept offer Kotler and Armstrong (2004, p. 105), who define marketing as the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Authors emphasize the dual focus of marketing on value creation and the achievement of organizational goals, typically profit.

Another definition, proposed by the Chartered Institute of Marketing (CIM), describes marketing as the management process responsible for identifying, anticipating, and satisfying customer requirements profitably. This definition highlights the crucial role of understanding and responding to customer needs, underlining the strategic aspect of marketing in business management (Baines, Fill and Page, 2013, p. 2).

As goes from these definitions, at its core, marketing centers on the creation and exchange of value. This is the process that necessitates a deep understanding of what customers value and the provision of products or services to meet those needs. So this value-centric approach underscores the essence of marketing as a bridge between consumer

needs and the offerings of a business. The integrated nature of marketing is evident in its encompassing of various processes such as market research, product development, promotion, distribution, and sales. These components are interlinked and work in synergy to effectively communicate with and influence the target audience (McGruer, 2020, p. 63).

It's important that while marketing is not exclusively profit-driven, especially in the context of non-commercial organizations, it generally aims to achieve financial objectives. Profitability remains a key indicator of marketing success, especially in commercial ventures, signifying the effectiveness of marketing strategies in meeting business goals.

3.2.2 Marketing goals, objectives and functions

Marketing objectives are the goals set by a company when promoting its products or services to potential consumers that should be achieved within a given timeframe. Meanwhile, marketing functions are the roles and actions taken to fulfill these objectives (Schlegelmilch and Winner, 2021, p. 31).

The overarching goal of marketing is to connect the company's products and services to the customer base effectively. This involves building a brand, capturing attention, creating interest, and converting that interest into sales and ongoing customer loyalty. Marketing objectives are more specific and measurable. They often include increasing market share, generating leads, enhancing customer engagement, improving brand recognition, and achieving sales targets. These objectives are tailored to the company's overall strategic goals (Kotler and Armstrong, 2004, p. 294).

The marketing functions within an organization encompass a state of activities aimed at promoting and selling products or services. Effective marketing functions ensure that a company can compete in a crowded marketplace by differentiating its offerings and establishing a loyal customer base. As a rule, the following marketing functions are distinguished (Kotler and Keller, 2013, pp. 185-189):

- **Market Research**. As a fundamental function, it involves collecting and analyzing data about consumers' preferences, competitors, market trends, and product demand to inform business decisions.

- **Product Development**. Based on market research, marketing contributes to product development by identifying what the market needs, suggesting product improvements or new product ideas.

- **Promotion**. This function communicates with potential customers about the product or service, using strategies like advertising, sales promotion, public relations, direct marketing and personal selling.

- **Sales**. Marketing strategies aim to convert potential leads into actual sales, using persuasive tactics and sales promotions.

- **Customer Service**. In the context of post-sale, marketing involves maintaining relationships with customers, ensuring customer satisfaction, and managing feedback. This is essential for customer retention and lifetime value optimization.

- **Distribution**. This function includes deciding how and where a product or service will be available to the consumers. Effective distribution strategies ensure that the product reaches its target market efficiently and conveniently.

- **Pricing**. Marketing helps in setting a price point for the product or service based on market research, competition, perceived value, and production costs, among other factors.

In essence, the goals, objectives, and functions of marketing form a cohesive framework that companies use to guide their strategies in engaging with their markets. This framework is flexible and should adapt to changes in consumer behavior, market conditions, and technological advancements.

3.2.3 Marketing communications

Marketing communications are a fundamental aspect of the overall marketing process, encompassing all the messages and media deployed to communicate with a market. They are designed to influence consumer behavior by informing, persuading, and reminding potential buyers about the products and services offered by a business (Smith and Zook, 2016, p. 33). Marketing communication tools are integral in shaping the narrative around a brand and can be categorized into several main types: advertising, sales promotion, public

relations, direct marketing, personal selling, and internet marketing (Kotler and Keller, 2013, p. 124).

Advertising is a paid form of communication delivered through various media channels, including television, radio, print, and online platforms. Its aim is to reach a wide audience and create awareness, preference, or to elicit a direct response for a product or service. Effective advertising campaigns are characterized by their creative content, strategic placement, and ability to convey a consistent brand message (Kotler and Keller, 2013, p. 124).

Sales promotion refers to short-term incentives designed to stimulate quicker or greater purchase of particular products or services by consumers or the trade. This can include coupons, discounts, contests, or various point-of-sale materials. As Clow and Baack (2021, p. 13) note, the objective of this marketing communication tool is to generate immediate sales impact and to introduce new products or clear out excess inventory.

Public Relations (PR) is focused on managing the public image of a brand or company. It involves creating and maintaining a favorable public perception through unpaid or earned communications, which include press releases, sponsorships, events, and community relations. According to Eagle et al. (2021, p. 18), PR aims to build a strong relationship with the audience by promoting positive news and managing crisis communications effectively.

Direct marketing (DM) also is a type of marketing communication that sends a promotional message directly to consumers, without the use of intervening media. For this purpose, as a rule, several formats are used like postal mail, email, telemarketing, and texting campaigns. The focus of DM is on measurable, direct responses from consumers (Eagle et al., 2021, p. 24).

Personal selling is the most direct form of marketing which involves a personal interaction between a salesperson and a potential buyer. The salesperson uses skills and techniques to present the benefits of the product, with the goal of persuading the customer to make a purchase. This tool is highly effective as it allows for immediate feedback and customization of the sales message (Eagle et al., 2021, p. 27).

In recent years, marketers have also identified Internet marketing as a separate category in marketing communication tools, because it emerged as a dominant tool

in the digital age, encompassing all marketing efforts that use the internet. Tools that falls into this category focus on leveraging digital platforms to reach a targeted audience, engage with customers, and achieve a variety of strategic marketing objectives. Key of them are the following (Clow and Baack, 2021, p. 14-19):

- Search Engine Marketing (SEM) involves promoting websites by increasing their visibility in search engine results primarily through paid advertising.

- Social Media Marketing (SMM) is the process of gaining website traffic or attention through social media sites and is considered a more interactive form of marketing communication.

- Email marketing is sending a commercial message to a group of people using email, which is meant to build loyalty, trust, or brand awareness.

- Content marketing is focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience.

- Affiliate marketing is a performance-based marketing arrangement by which an online retailer pays commission to an external website for traffic or sales generated from its referrals.

Each of these tools can be tailored to fit the specific objectives and strategies of a marketing campaign. If they are used effectively, they can significantly enhance the reach and impact of a company's marketing communication efforts.

3.3 Business communication

This subchapter contains information about the role of communication in business, communication models, as well as specific features of business communication.

3.3.1 The role of communication in business

In its essence, communication is the process of transmitting information and understanding from one entity to another. The effectiveness of this process hinges on the clarity of the message, the ability to listen, and the overall exchange of feedback. In this dynamic, the subject is the source or the sender of the message, while the object

is the receiver or the audience to whom the message is directed. According to Engleberg and Wynn (2006, p. 10), important elements within this process include the context, the channel through which the message is sent, the actual content of the message, and the barriers that might impede understanding.

In the context of business, communication serves as the lifeblood of every facet of a company's operations. It is foundational to managing and executing organizational practices and is key to establishing relationships among employees and with clients. Effective communication in business is critical for several reasons. Firstly, the clarity of communication is crucial to direct and unify the organization, streamline decision-making, and mediate conflicts, especially for leadership and management (Engleberg and Wynn, 2006, p. 11). In marketing, it plays a pivotal role in disseminating information about products or services, establishing brand identity, and nurturing customer relationships, all of which are essential to secure a market advantage (Kotler and Keller, 2013, p. 394).

As for Eicher (1987, p. 94), negotiations hinge on precise and strategic communication, where success is not just about what is said, but also how it is conveyed through non-verbal signals and active listening. Team collaboration benefits immensely from clear communication, ensuring that all members work cohesively towards common objectives.

Customer service is another domain where communication can make or break the customer experience, because it directly influence satisfaction, loyalty, and the propensity for repeat business. During periods of change, transparent communication is vital to manage the transition smoothly, mitigate resistance, and foster support (Clow and Baack, 2021, p. 51). According to Engleberg and Wynn (2006, p. 11), externally and internally, the way a company communicates shapes its corporate image and reputation. Transparency, consistency, and adherence to ethical communication standards are imperative to uphold and enhance a company's standing with stakeholders.

3.3.2 Communication models

Communication models serve as theoretical frameworks that describe the process through which communication occurs. These models aim to dissect the complexities

of communication into more manageable elements, which allow for a clearer understanding of how messages are developed, delivered, and interpreted.

The Linear Model of Communication, often attributed to Shannon and Weaver, is one of the earliest and simplest models. It depicts communication as a one-way process where a sender transmits a message through a channel to a receiver. This model is particularly useful in understanding mass communication, such as broadcasting, where feedback is not immediate (Röhner and Schütz, 2023, p. 22).

Building upon the Linear Model is the Interactive Model, which introduces feedback, indicating that communication is not a one-way but a two-way process (Mas Manchón and Rodero, 2018, p.173-174). This model incorporates the concept of *noise*, which can distort the message between sender and receiver. The Interactive Model is exemplified by Wilbur Schramm's work, which highlights the importance of both parties in a communication scenario being both sender and receiver, as they encode and decode messages.

The Transactional Model of Communication further develops these ideas by presenting communication as a dynamic and simultaneous process. In this model, developed by Barnlund, senders and receivers are referred to as communicators, emphasizing that all parties are equally involved in the communication process (Black, 2009, p. 8). It accounts for the fact that communicators are influenced by their personal backgrounds, experiences, and environments, which can affect the interpretation of the message.

According to Röhner and Schütz (2023, p. 26), each communication model underscores various aspects of the communication process, from the roles of sender and receiver to the potential barriers that can impede understanding. They are invaluable in the study and practice of effective communication, because they provide insights that can enhance personal interactions, media communication, and organizational communication strategies.

The interplay between various communication models reflects the nuanced nature of human interaction. These frameworks are not bound by rigid boundaries. Instead, they complement each other, enhancing our comprehension of communication in diverse scenarios. This fluidity makes them integral to the foundations of communication theory, enriching our understanding and practice in multiple domains such as business, academia, healthcare, and beyond.

3.3.3 Specifics of business communication

Business communication is a specialized area of communication that focuses on the exchange of information, ideas, and opinions that are pivotal to organizational goals, operational procedures, and commercial transactions. This form of communication is characterized by its formal tone, clarity, conciseness, and efficiency.

Black (2009, p. 18) points out that in business communication, the objectives are typically well-defined, aiming to facilitate operations, foster professional relationships, negotiate deals, persuade stakeholders, or promote products and services. Given these varied goals, business communication spans a wide array of formats. They can include reports, emails, proposals, presentations, and meetings, each with its specific conventions and expectations.

A key aspect of business communication is the emphasis on professionalism and formality (Smudde, 2023, p. 47). The language used tends to be precise, with industry-specific jargon when appropriate. As a rule, messages in such communication are often structured to follow established corporate norms. This is not just a matter of etiquette but serves to convey respect, authority, and a clear hierarchy within the business context. Furthermore, business communication must be effective across cultural boundaries, given the global nature of modern commerce. This requires a sensitivity to cultural differences, an understanding of international etiquette, and often, the ability to communicate across language barriers.

Another significant component of business communication is the role of technology, which Röhner and Schütz (2023, p. 55) are talking about. With the advent of digital communication tools, the speed and reach of business communication have expanded dramatically. This has introduced new dynamics in terms of availability, responsiveness, and the blending of personal and professional communication channels. Effective business communication is also judged by its outcome. It should lead to a tangible result, whether it's a decision, a sale, a resolution to a problem, or the successful negotiation of a contract. This result-oriented nature is what makes business communication not just a conduit for information, but a strategic tool for achieving organizational objectives.

4 Practical Part

In this part of the work, information is collected on the progress of conducting own research on the use of NLP in practice. After the presentation of the selected company, an analysis of the application of NLP tools is carried out based on internal information and interview with an employee.

4.1 Presentation of the selected company

Since 2000 company X has established itself as a reliable partner in the e-commerce sector, providing a convenient and fast shopping process. Over the years, the company has grown into one of the largest Czech online marketplaces. By hosting thousands of online stores on a single platform, it allows customers to shop in these stores for just one delivery fee. Currently, the company's mission is to ensure that customers can find and purchase everything they need online, accompanied by the best services on the market.

With millions of products in its catalog, company X is constantly strengthening its position as an e-commerce site with the widest range of products on the Czech market. Its product range includes, but is not limited to traditional product categories, as well as unique offerings such as outdoor sports equipment, musical instruments, large garden trampolines and lawn mowers for horseback riding, all thanks to partnerships with various merchants.

Customers can conveniently pick up their orders from more than 6,300 pick-up points throughout the Czech Republic. Despite the fact that company X is firmly established in the Czech Republic, it's building something much larger while extending activities to Slovakia, Poland, Hungary, Slovenia and Croatia. As part of a group of shopping malls employing more than four thousand people across the region, it serves a potential customer base of 130 million people in Central and Eastern Europe. In year 2021 group's total sales revenue, including affiliate sales, reached CZK 20.5 billion (approximately 808 million EUR), with more than 13 million orders delivered to 4.9 million unique customers. Thus, the group's strategy is to create an entire platform of expanding services and functions around the shopping process itself, but also to become synonymous with the 21st century e-commerce segment.

Since spring 2022, company X has been part of the big and rapidly growing e-commerce group Y serving European consumers and merchants. Based in Luxembourg and listed on the Warsaw Stock Exchange (WSE), it operates leading online marketplaces in Central and Eastern Europe. The group Y also provides European consumers with easy access to millions of offers at the most advantageous prices.

The shared goal of the company X and group Y is to be the number one shopping destination for customers wherever they operate. They understand that a wide selection of goods at favorable prices and their convenient and fast delivery are most important to customers. Together, they are committed to delivering such a shopping experience.

Company X places a significant emphasis on customer interaction and satisfaction. Through a user-friendly online platform, it ensures that the process of browsing, selecting, and purchasing products is as intuitive and efficient as possible. The company invests in advanced technology to offer personalized shopping experiences. It also leverages data analytics to recommend products tailored to each customer's preferences and shopping history. Additionally, company X maintains a responsive customer service team, which is available through multiple channels. It helps users primarily with inquiries, by resolving customer's issues, and gathering feedback to continually improve its services.

4.2 Analysis of the company's marketing and business communication

This sub-chapter briefly describes the company's marketing activities at the moment, as well as the principles of business communication that it adheres to in communicating with employees, partners and customers.

4.2.1 Marketing activities in the selected company

Company X takes a detailed approach to the implementation of its marketing activities, because they have a greater impact on its strategic goals in the e-commerce segment. This is the reason why the company uses not only online, but also offline tools to engage its audience (see Figure 1). But in the digital sphere company X has multifaced communication strategy, which is aimed at ensuring maximum visibility and interaction with potential and existing customers.

Figure 1 Marketing activities in the company

Social media platforms

Website

Local events and trade shows

Email marketing campaigns

Affiliate marketing programs

SEO and SEM

Source: Own work, 2024

As for the online environment, the key tool here is the company's **website**, which also serves as a marketplace, a contact platform and a platform for receiving customer support. With its help, users can get all the information they need not only about the products, but also about payment options, delivery, tracking, gift cards and return. The site is supported by a mobile version, as well as two mobile applications for Android and iOS.

It is also worth mentioning content marketing and specifically the company's **blog**, which can be accessed directly from the site. At the moment, this tool is rarely used, and previously published articles are not updated. Despite this, users can get useful information about some of the most popular product categories, such as coffee machines, strollers, refrigerators, toys for newborns, etc.

An important place between online marketing tools is occupied by **social media platforms**, such as Facebook, Instagram, YouTube and FamePlay, which company X uses to create a community around its brand. The main objective of this tool is also to attract users with interactive content, promotions and customer success stories. By regularly updating profiles with fresh and relevant content, company X maintains the engagement of its audience and informs it about the latest products and news.

Every year, the social media management team is charged with developing a fresh social media strategy focused on interactive content. Currently, it aims for a real-time customer service communication (for example, through Facebook Messenger platform), which allows to maintain relationships with customers and to make them more loyal. SMM team also often holds contests for users, raffling off popular products that are sold on the platform, and conducts online broadcasts of product delivery using drones. It can also be noted that the company often interacts with its customers directly in the comments under publications, which makes communication more open.

Email marketing campaigns are another important component of the company's marketing strategy. By applying this tool, the company offers subscribers personalized promotions and updates that encourage repeat visits to the website. In most cases, these promotional campaigns work as a way to directly convey information to customers about the products they are interested in, usually based on what purchases they have made through the platform.

Taking into account the scope of company's X activities, Search Engine Optimization (SEO) and Search Engine Marketing (SEM) play pivotal role in the marketing communication strategy. These tools ensure that company remains at the forefront of consumer searches for products and services. For example, **SEO** involves optimizing the website's content, structure, and on-page metadata like titles, descriptions, and keywords, which attract a steady stream of traffic from individuals actively seeking products they offer. Such tool improves the site's ranking in organic search results and make it more likely for potential customers to find them when searching for related products.

SEM focuses on using paid advertising strategies to increase visibility in search engine results pages (SERPs). Company X uses this tool for to place targeted ads for specific products or categories, bidding on keywords relevant to their offerings. This is particularly effective for promoting special offers, launching new product lines, and targeting specific demographics. By analyzing data from these campaigns every quarter, the company refines its communicative strategies, focusing on the most effective keywords and ad placements to maximize ROI.

Moreover, **affiliate marketing programs** extend company's roach even further, when collaborating with bloggers and other websites to promote their products in exchange

for a commission on sales. These affiliates are creating content that promotes company's X products, so it drives traffic back to their site through affiliate links.

In offline environment, the company uses strategy that includes organizing and participating in **local events and trade shows**. These events provide an opportunity for direct engagement with customers by offering hands-on product demonstrations and exclusive in-person deals. For example, a company often offers its partners the opportunity to present a product in the largest retail shops or outlets, which creates a separate marketing occasion and fuels the interest of potential buyers in the product or brand. Partnerships with other businesses for cross-promotion are also a significant aspect of the company's offline strategy. With the help of this marketing tool company X is planning to tap into new customer segments and also to offer bundled deals that benefit both parties and provide additional value to customers.

4.2.2 Business communication in the selected company

In the realm of business communication, company X adheres to principles of clarity, efficiency, and engagement across all channels, whether it's within the company, with partners, or with customers. This approach ensures consistency in brand messaging and fosters a culture of transparency and collaboration.

Internally, the company emphasizes open and frequent communication with its employees to maintain a unified vision and encourage a collaborative work environment. Company X leans heavily on digital tools like emails, instant messaging apps, and video calls to bridge the physical gaps between teams (see Figure 2). This digital setup ensures that, no matter where employees are, they can easily connect, share ideas, and stay updated on the company's objectives, project progress, and any shifts in strategies. More importantly, the company places a high value on what their employees have to say, encouraging an environment where feedback isn't just welcomed – it's actively sought after.

Figure 2 Internal communication in the company
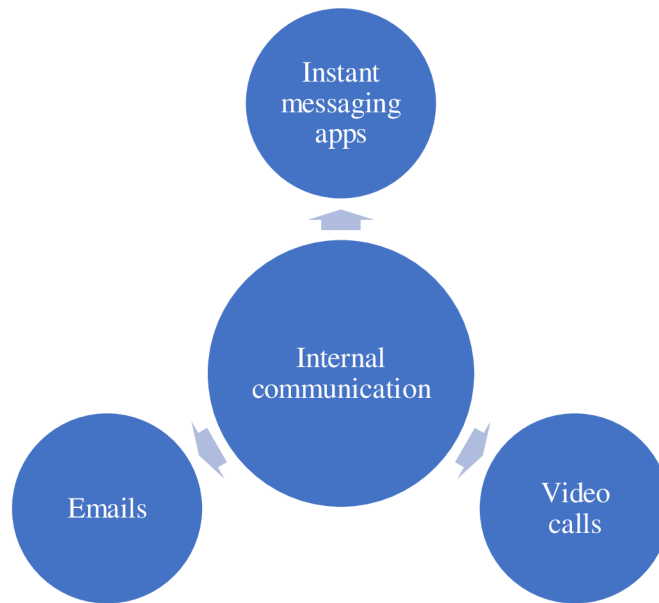
Source: Own work, 2024

Each employee is required to undergo introductory training to improve communication skills and follow several principles when communicating with colleagues:

- go to the essence of the issue in the messages,

- make sure that each word in the message carries a semantic load, and the number of filler words is reduced to a minimum,

- don't use voice messages for work purposes,

- use tags to mention colleagues or partners when chatting in work chats,

- try to keep response timings (approximately 15 minutes to reply).

When it comes to partner communication, company X prioritizes building strong and mutually beneficial relationships. Company's HR managers leverages digital platforms for efficient and transparent communication, sharing data, insights, and strategies through secure online portals and regular virtual meetings. Such digital approach allows for real-time updates, quick adjustments to market demands, and shared access to marketing and sales performance metrics.

Communication with new partners in the first phases of building relationships takes place online. Next, company X holds a personal meeting with representatives of the partner

company to sign contracts or review the terms of cooperation. After this meeting, all communication is carried out mainly through e-mail (see Figure 3).

Figure 3 Communication with partners in the company

Communication with partners → Personal meetings → Email communication

Source: Own work, 2024

Customer communication is at the heart of the company X business strategy, where the main focus lies on creating a personalized and responsive experience. To maintain this goal, the company combines social media, email, live chat, and a customer service hotline to engage with customers at various touchpoints. Social media platforms are used not only for marketing and promotions but also for direct customer engagement. It allows uses to ask questions, provide feedback, but also interact with the brand in real-time. Live chat is mostly used for personalized assistance from product inquiries to post-purchase support. Communication through newsletter, in turn, creates an attractive advertising message.

When communicating with customers, the company adheres to several basic rules. Firstly, employees should give the fastest and most accurate response to customer requests. Secondly, it is necessary to use the appropriate tone in communication, taking into account emotional state of customers and the communication style of the company itself, which should always be polite and constructive. Thirdly, the company's code of ethics does not accept negative, aggressive or passive-aggressive statements from employees.

4.3   NLP in the selected company

In order to evaluate the company's experience in using NLP techniques, an interview was conducted with one of the company's employees. This chapter of the thesis presents the results of the interview, organized into the form of a linked text. It helps to create an overview of the possibilities of real NLP application in practice in the context of a large e-commerce company.

- Marketing communication strategy

Discussing the marketing communication strategy, the manager mentioned that the approach of marketing team focuses on multi-channel engagement. It means that company X combines digital and traditional methods to reach a broad audience. Recently, due to economic challenges and political uncertainties, there's been a pivot towards more cost-effective digital platforms, such as social media and email marketing, because these marketing channels are maintaining visibility and engagement without overstressing the budget. The company has also adapted its messaging to be more empathetic and supportive, acknowledging the hardships faced by its customers and partners during these times.

- Principles in business communication with customers and partners

In terms of business communication with customers and partners, the manager highlighted the company's commitment to transparency, consistency, and responsiveness. A key distinguishing feature of the company X is the use of personalized communication, which leads messages to meet the specific needs and preferences of each recipient. This approach sets the company apart from competitors, who may rely on more generic communication strategies.

The emphasis on understanding and addressing the unique concerns of each customer and partner has helped to build stronger, more trusting relationships. However, the manager also stressed that this requires a lot of resources from the company – both from the point of view of staff, who must be familiar with partners and understand their requirements and preferences, and from the point of view of training staff in communication skills.

- Using of NLP techniques in communication and marketing

Regarding the use of NLP techniques, the manager admitted that they are used in company X. But according to him, NLP techniques have been used relatively recently, since 2022, because this initiative was supported by several people from the marketing team. Overall, the effects of using these techniques began to be noticeable about six months ago. Manager said that by analyzing customers inquiries and feedback, NLP allows the company to better understand and respond to customer needs in a more nuanced and effective manner. He also pointed out that NLP has been particularly useful in automating responses

to frequently asked questions, ensuring that customers receive timely and relevant information.

Speaking about how have NLP techniques reshaped company's approach to marketing and business communication on a broad scale, manager said that it has allowed to making more targeted and personalized content. For example, some NLP tools are analyzing customer data and engagement to create more relevant marketing messages. This enabled the company to increase the level of customer's engagement rate and also to boost the effectiveness of some marketing campaigns, whose goal was to grow the speed of the sales funnel, or, in other words, to turn interested users into real buyers.

- NLP technologies used in the company

When answering a question about specific NLP tools that are used in company X, manager explained that he can't disclose all information due to the privacy policy, because this may cause damage to the company from a competitive point of view. But he also said that sentiment analysis is a game-changer for the company. By scrutinizing customer reviews, social media comments, and feedback across various platforms, this technology helps for marketing team to understand the general sentiment towards brands and products. For example, if sentiment analysis on Facebook reveals a trend of negative feedback about a particular product's durability, the company can quickly address these concerns in their marketing communications, highlight improvements or offer targeted promotions on more favorably viewed alternatives.

Text classification also acts as an organizational powerhouse by streamlining how customer feedback and inquiries are managed. The manager shared a practical example where this technology sorts customer emails into categories such as "returns", "delivery inquiries", and "product questions". This not only speeds up the response process but ensures that customer concerns are addressed by the right department.

According to manager, chatbots, powered by NLP, are staying at the frontline of the company's customer service, because they are offering real-time and around-the-clock assistance. real-time, around-the-clock assistance. The manager was excited about how chatbots have transformed customer interaction. For example, if a customer is browsing the website at midnight and has a question about a laptop's specifications, the chatbot can

provide immediate answers, guide him through the purchase process, or offer personalized recommendations based on browsing history. In result, this level of instant support significantly enhances the shopping experience.

As manager marked, role of the NLP technologies cannot be overstated in context of engaging customer base. These technologies have allowed the company to create a shopping experience that's not just transactional but satisfying, because customers feel that they are valued and understood.

- NLP impact on personalized customer journey and interactions

One of the questions in the interview focused on how NLP affects the personalization of customer interaction. Manager shared that NLP was effective in understanding and catering to individual customer needs. As example he gave a situation when a customer expressed frustration over delayed feedback from the company. The system automatically flagged this as a negative sentiment and prompted a personalized apology. If the situation was very critical and did not meet the service standards. the system could offer the customer a discount on the next purchase. However, this action has not yet been put into practice.

- Content strategy with NLP

Regarding refining content strategy with NLP, the manager said that NLP tools, which are used by company X, are analyzing trending topics and language styles across various customer segments. However, the company currently does not associate these tools with a content strategy, because it requires more attention from the point of view of an individual approach. The manager noted that no matter how useful NLP tools are, they still cannot replace personal communication in many situations, especially when publishing informative material, where interpersonal communication is the added value.

- Application of NLP in the company's product recommendation systems

When answering the question about the possibilities of using NLP in the company's product recommendation system, manager noted that theoretically it can NLP algorithms

can predict and suggest products that customers are more likely to be interested in. So, this personalized approach can lead to an increase in customer satisfaction and sales.

However, in practice, such a solution seems difficult and may be more realistic in terms of implementation using AI technologies or deep learning. But, according to manager, if the financial constraints of the company on marketing in the last year will be taken into account, these innovations are unlikely to be implemented in the near future.

- Application of NLP in automating customer service

As was mentioned before, automation through NLP tools has led to faster response times and higher customer satisfaction levels. Thanks to NLP chatbots can understand and resolve common customer queries instantly, which frees up human customer service representatives to handle more complex issues. Now, a relatively common situation is the return process, which is fully implemented using a chatbot and its step-by-step instructions.

- Internal communication and team collaboration with NLP

What about internal communication and team collaboration, NLP tools have not been used in this area, as some HR managers consider it unethical. At the moment, the company is focusing on how NLP can help customer support staff and reduce the amount of their tasks.

- Impact of NLP tools on sales and revenue

What about the quantitative impact of NLP on sales and revenue, the manager shared insights indicating a positive trend. In his opinion, the company has not yet been able to find out exactly whether this effect was achieved only through NLP, or through a combination of marketing tools. But since implementing NLP techniques, particularly in personalized product recommendations and targeted marketing campaigns, company X has observed a noticeable increase in conversion rates and average order value.

After integrating NLP-driven personalized recommendations on product pages, the company saw a 4,7 % increase in sales for recommended products. Additionally, targeted

email campaigns using NLP to segment customers, which were based on their interests and past behaviors, led to a 13 % higher open rate and a 4% increase in click-through rate. To understand the impact of NLP on these changes, the company conducts experiments, alternately connecting and removing some marketing tools from quarterly promotional campaigns.

- Other changes after the NLP adoption

The manager noted that at first glance NLP did not have an instant and strong effect on the company. However, in his opinion it has significantly altered the landscape of business communication within the company. One of the most notable changes has been the enhanced ability to analyze and understand customer feedback. This improved understanding has allowed the company to adjust its business strategies to better meet customer needs.

An example here is the situation when the company identified a recurring issue with product search functionality by analyzing customer service chats and feedback. This problem was addressed to the IT department and the frontend, as well as to the company's designers who are responsible for the user interface. After some technical improvements, this problem was fixed.

- Role of NLP in future

Looking into the future, the manager expressed optimism about the role of NLP in the company's marketing and communication efforts. But in his opinion, these tools should be properly combined with other classic marketing tools that users are used to. A relatively big obstacle here is also the fact that the net effect of NLP is quite difficult to trace, while its application in practice requires large financial investments from the company.

SWOT analysis

Based on the information provided about company X's application of NLP techniques in marketing and business communication, there is a SWOT analysis focused on key aspects.

Table 1 SWOT analysis

Strengths	Weaknesses
• Integrated marketing and communication strategy of company X (adoption of both online and offline marketing strategies) • Using of NLP for customer engagement, which demonstrates a forward-thinking approach to customer service • Data-driven decision making	• Limited application of NLP in content strategy to generate more targeted and engaging content • Challenges in simulating personal interactions (lack of empathy in automated customer service interactions) • Financial constraints limiting NLP expansion, which slow down innovation
Opportunities	**Threats**
• Enhancing personalization across all customer touchpoints, primarily emails, social media, and the website • Incorporating NLP in internal communications • Leveraging advanced NLP for market insights, informing strategic decisions and enhancing competitive advantage	• Technological and competitive pressure • Potential ethical and privacy concerns • Dependence on external platforms for marketing and customer engagement

Source: Own work, 2024

As it comes from the Table 1, company X's use of NLP in marketing and business communication presents a robust framework for enhancing customer engagement and service. However, to fully capitalize on these strengths and mitigate inherent weaknesses and threats, it is important for the company to continue innovating and addressing the challenges associated with the deployment of NLP technologies.

5 Results and Discussion

This chapter of the paper describes the results of the own research, and in particular highlights the problems that the company faces while applicating NLP tools. Based on these problems, the work provides recommendations for improvement, some of which can be implemented immediately, and some after the company will have sufficient financial resources.

5.1 Problems while applicating NLP

As it turned out from the interview, the use of NLP at company X has been focused on enhancing communication and marketing strategies through a variety of techniques. But since the integration of these techniques, the company has faced several challenges. This is evident in the example of establishing and maintaining relationships with customers through digital means of communication. However, simulating the subtle nuances of this technique through text rather than face-to-face interaction has proven to be a difficult task, with the risk of misinterpreting customer signals and reactions.

For example, it is obvious that the company seeks to use an anchoring technique that is designed to elicit certain reactions from customers by associating emotions with products. However, company X creates these associations without the physical presence and sensory experiences that often strengthen such anchors. A similar obstacle arises when implementing the Swish Pattern that aims to change negative behavior or thoughts. The lack of direct personal interaction makes it difficult to apply this technique, especially in an e-commerce environment where customer interaction is mostly transactional.

Interview results also showed that the company has used the Meta Model to refine customer inquiries and extract more precise information through chatbots and purchase history. Yet, the text-based nature of customer interactions often strips the subtle cues necessary for the Meta Model to be fully effective. It also should be added that the Milton Model, which is commonly used for suggestive and persuasive language, poses the challenge of being less successful in written form where tonality and pacing, as key elements of persuasive speech, are absent.

In general, it is necessary to take into account certain successes of the company in using NLP, which is obvious from the analysis of moods and classification of texts. However, the interview showed that it is still difficult for the company to grasp the full context behind the customer reviews. Ultimately, this leads to the fact that the individual approach to customers is displaced by more general feedback, which does not fully solve their problems. Moreover, this may make customers feel more irritable, because the company's attempt to "get rid" of their problems will be disguised as a desire to help. While chatbots have improved response times, they can't replicate the empathetic understanding of real employees.

This problem seems to be especially relevant for the company, because due to external threats, it was forced to switch to a more budgetary marketing policy, primarily through newsletter and chatbots. User engagement when interacting with the platform is indeed growing, but the result of this interaction is ineffective. Chatbots do not solve user issues, while analyzing social networks and customer comments creates an overview of particular cases, not general problems. Because of this, there is a distortion of the real situation in which the automatic communication technologies of company X are configured for a narrow data flow.

Internally, the use of NLP techniques has not been explored extensively, particularly due to ethical concerns that were mentioned during the interview. HR managers believe that using such techniques could be seen as manipulative within team communications. Externally, an overall impact of the NLP is also difficult to assess, because company X uses these techniques in combination with other marketing communication tools.

5.2   Solutions for the use of NLP techniques in the company

Based on the data obtained through interviews, the following recommendations can be made to increase the effectiveness of NLP techniques in company X.

Firstly, there are difficulties in **simulating subtleties of communication**. The use of text-based means of communication instead of face-to-face interactions limits the ability to accurately convey and interpret customer signals and reactions. Given that the company operates in the field of e-commerce, it is quite complicated to bring this problem offline. But to solve this issue, company X could explore the integration of advanced AI technologies

that are capable of understanding and generating human-like responses. Many modern startups are already using this solution by implementing machine learning algorithms that can analyze customer behavior and predict needs. Moreover, incorporating multimedia elements (such as videos or interactive guides) into the customer journey can create a more engaging and immersive shopping experience, which will potentially compensate the lack of physical presence.

Secondly, the **ineffectiveness of anchoring**, i.e., linking emotions with products, is also evident. To mitigate this problem company X could leverage storytelling and immersive content to forge stronger emotional connections between customers and products. When reviewing the company's marketing tools, it turned out that previously managers used content marketing and, in particular, a blog, which was updated with information about the most popular products in each category. Updating the blog with new materials could create a stronger emotional connection between the products and potential customers, especially if they are interested in the author's writing style or if the product is promoted by a specialist with authority.

Thirdly, there are **challenges with implementing the Swish Pattern**. It means company X doesn't have direct personal interaction, which could change negative behavioral patterns or thoughts in e-commerce. The limited budget does not allow company X to solve this problem in the near future. However, if sufficient financial resources are available, the company can program chatbots based on psychological principles that will offer more personalized offers that mimic the Swish Pattern technique. This will let the company to adapt to individual customer reactions in real time.

Other problem goes from the **limitation of the Meta Model** in text communication. In other words, the text-based format of interaction reduces the capabilities of the Meta Model to extract precise information from customer inquiries, as subtle non-verbal signals are missing. So, for this issue the company can implement more sophisticated natural language understanding (NLU) technologies that go beyond simple keyword recognition. It will help managers to grasp the intent, context, and subtleties behind customer inquiries. The company also could encourage customers to use voice messages for more complex inquiries, because, as was mentioned before, non-verbal cues are crucial for understanding here. This could be facilitated through an easily accessible platform interface, which will support such multimedia communication forms.

Despite the fact that the manager did not give specific names of NLP tools used in the company, it can also be assumed that **Milton model does not work well** when communicating with clients, because there is no intonation of voice and tempo of speech that can be used in suggestion. Thus, this tool can only be used during calls to technical support when the client has gone through several stages of interaction with the chatbot.

To enhance the effectiveness of the Milton Model, company X could integrate voice-based AI technology within its chatbot systems. The company can create more persuasive and suggestive interactions even in text-based communications by employing advanced text-to-speech (TTS) engines that can mimic human-like intonations and speech patterns. Also, for more personalized engagement, the system could prompt users to switch to voice calls with AI or human agents after initial text interactions. It can be expected that this innovation will lead to an increase in the conversion rate in the future.

Further, the problem that makes it difficult to understand the full context of customer reviews could also be noted. This happens due to the fact that the data analysis comes from customer feedback received through social networks, which is based on individual cases, and not on frequently recurring problems that cannot be solved using FAQ or chatbot. For solving this issue it's possible to implement a more sophisticated data analysis and natural language processing (NLP) framework. With the help of machine learning algorithms, the company can classify and prioritize feedback based on its frequency and impact, i.e. distinguishing between unique cases and systemic problems. Integrating these insights into a dynamic FAQ in combination with continuously training chatbots with this enriched data will enable more effective automated responses and highlight areas requiring human intervention.

6 Conclusion

Neurolinguistic Programming (NLP) has gained considerable traction in the marketing sector as a potent tool for enhancing communication, persuasion, and customer engagement strategies. With the help of NLP tools marketers can craft messages that deeply resonate with their target audience and appeal to their desires and values in personal way. This approach has also proven to be particularly effective with customer technical support, what was revealed by analysis conducted in this bachelor's thesis.

The main objective of this work was to identify different kinds of neuro-linguistic programming techniques and how they influence the communication in marketing and business sphere. The work also set an additional goal, which was to determinate of how different NLP techniques may affect the work environment and in perspective raise the sales.

To achieve these goals, theoretical knowledge about NLP was initially collected in the work. This part briefly described the history of NLP, key NLP tools, its impact on consumers and examples of use in marketing. After that, knowledge about marketing communication and business communication was collected in the work, which became this work' subject of research through the prism of NLP.

In the practical part, the selected company X was presented. Since 2000, company X has grown into one of the largest Czech online marketplaces by offering a wide range of products and hosting thousands of online stores on a single platform for a unified delivery fee. As part of the expansive e-commerce group, the company serves a potential customer base of 130 million people across Central and Eastern Europe. Nowadays its main strategic goal is to be the premier shopping destination with a focus on customer satisfaction and personalized shopping experiences.

Company X employs a multifaceted approach to marketing communication and uses both online and offline channels to maximize visibility and engagement with its audience. In online environment the company's primary tool is the website, which serves as a marketplace, contact platform, and customer support hub, also complemented by mobile applications and a content-rich blog. Social media platforms like Facebook, Instagram, YouTube, and FamePlay play a big role in community building and interactive content sharing. The company also utilizes email marketing for personalized promotions (mainly through newsletter) and SEO/SEM strategies that ensure high visibility in search engine

results. In business communication, company X prioritizes clarity, efficiency, and engagement.

An interview conducted with the manager showed that company X uses several NLP techniques, particularly focusing on improving customer interaction and personalizing the shopping experience. These techniques primarily include content marketing strategies such as emotional anchoring and the development of chatbots based on psychological principles. However, the company encounters challenges in effectively applying NLP. It happens due to limitations in text-based communication, the complexity of accurately interpreting customer feedback through sentiment analysis, and the financial constraints that hinder the broader integration of advanced NLP and AI technologies.

Despite these hurdles, NLP has contributed to more targeted and personalized content, which led to a noticeable improvement in customer engagement rates and the effectiveness of marketing campaigns. It has provided a 13% higher open rate and a 4% increase in click-through rate during a month-long marketing campaign, which had a positive impact on the marketing investments return.

In order to increase the efficiency of using all NLP techniques, several recommendations were proposed in the work. Firstly, it's possible to integrate advanced AI and machine learning algorithms that can simulate human-like interactions and understand customer behaviors. Secondly, leveraging storytelling and immersive content can strengthen emotional connections with products. Lastly, implementing a sophisticated data analysis framework and natural language processing can help in accurately interpreting customer feedback, thereby improving the overall customer experience and potentially increasing sales.

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Appendix

Appendix A: Questions for an interview with an employee of a company about NLP techniques

1. Could you briefly describe your marketing communication strategy? How has it changed recently and under the influence of external factors (economic crisis, political instability)?

2. What principles do you adhere to in your business communication with customers and partners? What is its distinguishing feature and what distinguishes you from your competitors?

3. Your company uses some NLP techniques in communication. In your opinion, are these techniques really effective?

4. How have NLP techniques reshaped your company's approach to marketing and business communication on a broad scale?

5. Can you provide an overview of the specific NLP technologies your company has adopted in its marketing strategies?

6. In what ways do NLP-driven tools play a role in understanding and engaging with your customer base?

7. Could you describe the impact of NLP on personalizing customer interactions and enhancing the customer experience? Also can you please share examples where NLP has directly contributed to a more personalized customer journey?

8. How do NLP techniques assist in refining your content strategy, including advertising copy and social media interactions? How has the language and messaging been tailored to better resonate with your target audience?

9. What role do NLP technologies play in your product recommendation systems? In your opinion, how have these systems evolved to better predict and meet customer needs, influencing purchasing decisions?

10. Can you discuss the application of NLP in automating customer service, including chatbots and automated responses? How has this automation affected customer satisfaction and response times?

11. How has the integration of NLP affected internal communication and team collaboration within your company? Or it doesn't have so much impact in this field? If it has, have these changes led to improvements in productivity or employee satisfaction?

12. Moving towards quantitative impacts, how has the incorporation of NLP techniques influenced your company's sales and revenue? Could you provide specific metrics or examples demonstrating the impact of NLP on sales performance?

13. In terms of business communication, what significant changes have been brought about by the adoption of NLP? How have these changes improved the effectiveness of company's business strategies?

14. Looking ahead, how do you anticipate the role of NLP in your company's future marketing and communication efforts? Are there emerging NLP technologies or strategies that your company plans to explore?

15. Addressing challenges and ethics, what hurdles has your company encountered while integrating NLP into its operations? How do you ensure the ethical use and privacy of customer data when employing NLP techniques?