

# When to Call and When to Email



Sending email is easy. You can type your message, click “send” and feel satisfied that you achieved something. However, email is not always the best way to communicate. In fact, many companies believe that their employees use email too often and that a phone call can often be more effective.

One reason that phone calls are better is because they produce quicker results. If you need to ask questions, discuss something or make a decision, you can do all of that in a short phone call. It might seem quicker to write an email to start a discussion, but it may take days of sending emails back and forth before the conversation is finished.

Another advantage of phone calls is that they are more personal. In fact, talking on the phone can help you to maintain a good relationship with the other person, whereas emails can sometimes feel impersonal. Phone calls are also less likely to cause misunderstanding, because it’s easy to interrupt and ask a question if you don’t understand.

However, one good reason to send an email is when you need a written record of the conversation. This is important when you need to make sure that everyone has the same understanding about decisions or agreements.

1. Do you prefer to send an email or to call someone? Why?
2. How long do you talk on the phone to different people?
3. How long does it take to reply to an email?