

IMPROVING CONFLICT MANAGEMENT AS A WAY TO ENHANCE THE COMPANY'S BUSINESS REPUTATION

In today's highly competitive environment, with dynamic markets and increasing demands on corporate culture, effective conflict management within a company is becoming a critical factor in its success. Conflicts can arise between employees, as well as between the company and external partners or customers. Conflicts that are resolved incorrectly or untimely can negatively affect the company's business reputation, reduce productivity, weaken teamwork, and undermine the trust of partners [1-4]. The experience of foreign and domestic companies shows that systematic conflict management contributes to: strengthening corporate culture and staff loyalty; increasing customer satisfaction; forming a positive image of the company in the market; reducing financial and reputational risks associated with conflict situations; effective decision-making and optimization of business processes. The relevance of this topic is growing in the context of information transparency and the influence of social networks, where conflicts that become public can instantly undermine trust in a company. Therefore, improving conflict management methods is not only a means of increasing internal efficiency, but also a strategic tool for protecting and developing business reputation [5-8].

In a medium-sized IT consulting company, a conflict arose between the sales department and the technical support department. The sales department promised customers deadlines and functionality that the technical team could not deliver within the agreed time frame. This resulted in numerous customer complaints and internal tension between departments.

We have developed and offer a checklist of measures for managing conflicts in the company in the form of a table “violation – measure – effect.” (Table 1).

Table 1 - Checklist of measures for managing conflicts in the company in the form of a table “violation – measure – effect”

Violation / Type of conflict	Resolution measures	Expected effect / reputation improvement
Discrepancy between promises made to customers by the sales department and the technical team	Establishment of procedures for coordinating proposals before confirming them to the client; weekly coordination meetings	Reduction in customer complaints; increased trust in the company
Internal tension between employees due to the redistribution of tasks	Conducting team training on conflict management; facilitation of discussions	Improved teamwork and corporate culture
Insufficient communication regarding project deadlines	Implementation of an internal monitoring system and daily task tracking	Minimization of errors, increased work efficiency
Conflicts due to different department priorities	Developing clear priority rules and KPIs for departments	Transparency in work, reduction in disputes and tension
Customer dissatisfaction due to delays	Transparent communication with clients, offering compensation or additional services	Increased customer satisfaction, strengthening of the company's reputation
Discrepancies in the evaluation of work results	Implementing regular assessments, feedback, and a mentoring system	Reduction in conflicts due to misunderstandings; increased staff loyalty

A visual block diagram with arrows and color coding is shown in Figure 1.

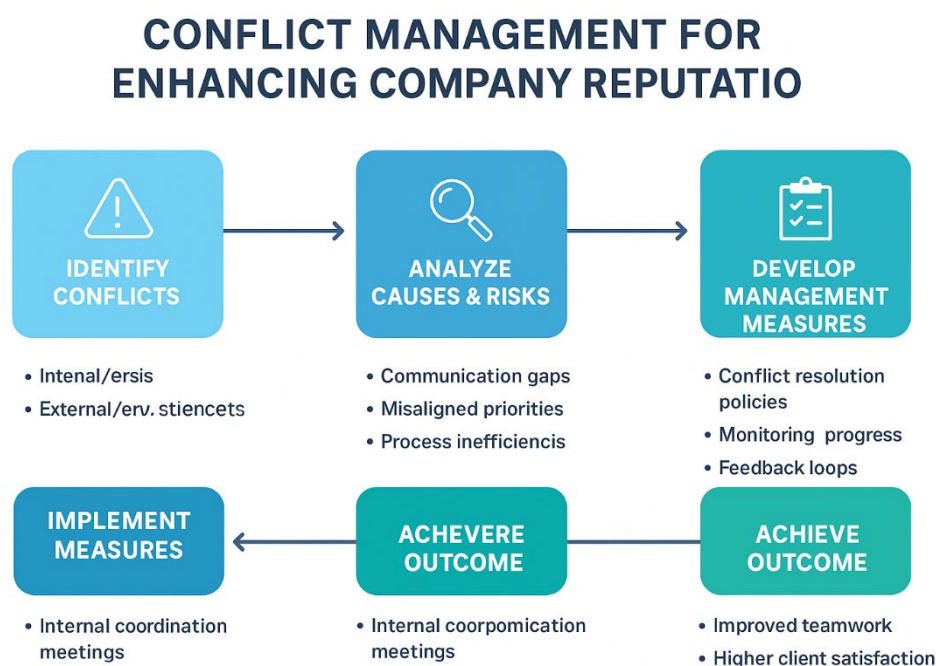


Figure 1 - Visual flowchart for conflict management to improve company reputation with arrows and color coding

Resolution measures. Establishment of clear communication procedures between departments: weekly coordination meetings, coordination of project tasks. Development of regulations for coordinating promises to customers: each sales department proposal is reviewed by the technical department before confirmation. Implementation of an internal project monitoring system: real-time monitoring of key performance indicators. Training staff in conflict management and effective communication: improving corporate culture. Transparent work with customers: in case of delays, prompt notification and offer of compensation or additional services.

Effect on the company's reputation. Significant reduction in internal conflicts and stress among employees. Increased customer satisfaction through transparency and predictability of services. Improved corporate image: the company demonstrates its ability to effectively solve problems and maintain high quality services. In the long term – increased customer loyalty and reduced risk of losing business due to negative reviews.

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