

## Management Communication Portfolio

Christina White  
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## A. Email to Internal Staff; Motivational

Good morning,

Congratulations to the whole team for your exceptional work in developing this breakthrough merger! Few companies can claim to have changed a market throughout history, let alone an entire way of life. Kamelon has the potential to do both. Its superior proprietary formula will soon reshape the future of weight loss. Still, it takes brave companies and consumers to embrace and promote the change over from our previously offered product line.

This month is an exciting time for Ippsonogratto as we complete the acquisition of MaxxHealth & their flagship product, Kamelon. While the addition of Kamelon does increase our product line offering in the personal care supplement market by over 25%, the immediate intent is to phase out our current line in favor of Kamelon as our new flagship offering. Demand must be met by increased production and removing items from our queue while promoting the launch of Kamelon will ensure focus is on the most profitable of our products. I am confident we can continue the momentum MaxxHealth has created for Kamelon, which will bolster profits and further stabilize offerings for the customers we value. To ensure we maximize all opportunities during this transition, please take a moment to review the following information before our next team meeting.

We are fortunate that a medical trial regarding the effectiveness of Kamelon was already conducted by MaxxHealth and a 3rd party scientific team. Kamelon's results from the trial were based on 100 participants. The study was double-blind, meaning the scientific team and the participants did not know who was taking the active ingredients in Kamelon and who was taking the placebo supplement. Those participants receiving the active supplement & following the protocol for Kamelon were rewarded with 90% of the participants losing at least 15 pounds or more over the span of 4-5 weeks. While not an immediate loss, the majority of those persons showing results could sustain them long-term if they continued to ingest the active supplements.

The biggest challenge this launch faces are those consumers that will ignore the usage protocol distributed on the Kamelon bottle and packaging. We know that results are possible for the majority of users that are medically competent to take Kamelon. We cannot control our customers' actions, however. For those situations we face where someone does not follow directions or is not medically advisable to take our products, utmost care must be shown. We must ensure that we neither accept culpability nor assign blame. Refer the customer to the health and safety protocols, guidelines, and risks portion of the packaging and recommend they consult their primary care physician for further information. Should you encounter a customer with an experience that is still irreconcilable after these steps are taken, first offer store credit for any product in the Ippsonogratto product line. If this step is not successful, escalate to a customer experience manager who has the authority to approve refunds on a case-by-case basis.

I have also formed a Resolutions Committee to compile and research all questions and complaints from customers and employees. We are fully committed to this product, our customers, and our employees. Please submit any situation you come across that may be of interest to the committee to follow all possible leads. We will use this opportunity to formulate and test possible resolutions and create a Frequently Asked Questions document to add to our company Knowledge Base resource. Our customer portal will also send surveys automatically to verified buyers to discover behaviors and attitudes regarding Kamelon.

Now is the time for us to be unified, thoughtful, and proactive. Consolidating product lines will allow us to serve our customers better and ensure the stability of Ippsonogratto.

Please join me in celebrating the acquisition and promotion of the launch of Kamelon! Also, be ready to discuss the pros and cons as mentioned earlier during our company meeting on Monday. All employees are open to speaking at the forum and are expected to do so.

Warm regards,  
Christina

Christina White,  
Senior Manager  
Ippsonogratto

## B. External Stakeholders Email; Informational

Dear Stakeholders,

We are scheduled to release the following on Wednesday, 9/4/21, beginning at 10:30 PM MT. The release is expected to be complete by the time the center opens on Thursday, 9/5/21, and will improve our infrastructure to accommodate forecasted needs. Please let me know if you have any questions.

### Online Business Tool Updates

Business | Added ability to customize partner logo by product group via Partner Portal

### Retail Site Updates

Strategy Business Page | Updated overlapping products to link to the business referral tool and updated content Why Kamelon & About Us Pages | Added "3 Ways You can Lose with Kamelon" video.

### App Portal Updates

Launch Kamelon Date | Added Launch Kamelon Date to App Portal in preparation for displaying only appointed distribution states at Point of Sale for internal distribution orders. More states will be added after FDA approval is received.

### Partner Updates

Synesthor Inc. | Fixed issue in Partner Portal where Synesthor Inc. quotes were failing due to invalid value for order totals.

With this product of this magnitude, we must plan to hit the ground running. We are asking for your full buy-in to all stages of the Kamelon product launch. We are fortunate MaxxHealth was willing to include their valuable research containing statistics regarding the results of their Kamelon trial when we acquired the company.

This trial showed Kamelon was successful for 90% of the participants, where the trial parameters defined success as losing at least 15 pounds over 4 - 5 weeks. The study contained 100 participants. While the study was "double-blind", it was not a closed, monitored setting for the entirety of the trial. This lack of monitoring leaves some room for user error as an explanation for the participants who did not see successful results rather than assuming the failure of Kamelon. Overall, consumers overwhelmingly reported satisfaction when polled about the trial results and indicated they would be willing to try Kamelon based on the trial results alone.

The official numbers reported here are also the same numbers we have submitted for FDA approval, which we expect later this month. Approval is the last step to complete the premarketing strategy for Kamelon. Equally encouraging, the research also found that 80% of the users who lost weight in the trial also maintained their weight loss by using Kamelon, as directed. The second finding from the study is also advantageous to Ippsonogratto as the usage window of 4 - 5 weeks increasing to long-term use certainly improves the sustained profitability for Kamelon.

Kamelon does require the protocols found on the bottle and packaging to be followed precisely as displayed. To ensure that success for Kamelon and Ippsonogratto remain high, we must emphasize that users following all directions. The stability of Ippsonogratto relies upon the successful launch and continued public support of Kamelon. Even more so, as the products serving overlapping customer needs are being eliminated to remove the bloat from our company offerings. Rather than ignore this potential disadvantage, we will face it head-on to continue to hold ourselves accountable in the marketplace.

Another issue we are facing head-on is the need to partner with Synesthor, Inc for production of the Kamelon capsule casing. Every effort is being made to ensure a smooth coupling with their company despite the distance we share. We are also taking extra precautions to ensure the needs of Synesthor, Inc are also met. A partnership is a mutually beneficial relationship, and we intend to show them we value their role. Teams have been created to manage and improve the experiences of customers, employees, production, distribution, international relations, and even Synesthor, Inc. employees. Keeping our awareness high at every stage will ensure we are able to be agile and accommodate any issues that may arise.

Kamelon is a key to increased stability and profitability for all involved. It's time to go global!

Warm regards,  
Christina

Christina White  
Senior Manager,  
Ippsonogratto

## C. Blog Post for Consumers

### **Your loss is our gain!**

Join our long list of satisfied customers & become a true "Kameleon" with Kamelon! Ippsonogratto has spent the last 20 years painstakingly seeking out the BEST the personal health empowerment industry has to offer, so you didn't have to. Now, you too can join us on the next leg of our journey! A supplement truly like no other, Kamelon, has reinvented our offerings to eclipse all competition.

There are weight loss pills, and then there is Kamelon. Don't keep climbing up the hill of your current regimen. Kamelon is an all-natural solution, that is proven effective in a double-blind, 3rd party, scientific trial. It takes away the guesswork & sheds pounds without you having to worry about any harmful effects for you or the environment. 90% of participants in the Kamelon trial lost weight & continued to keep it off with extended use of Kamelon. I am excited to share we have been able to consolidate much of the Ippsonogratto product line due to the innovative solutions Kamelon offers. Kamelon helps you save money by replacing many of the supplements you previously would have needed to purchase individually, which you can now find combined into one serving!

Kamelon is the first supplement of its kind. Forget what's on the market now! Kamelon is collagen-based, with quick-absorbing essential vitamins geared for women, thermogenic metabolism boosters, protein, fiber, amino acids, and proprietary blends of superfoods that combine to produce the most potent supplement the industry has ever seen. You wouldn't write a memo with a typewriter, so stop taking traditional supplements that are wasting your time and money. See for yourself what you are missing out on. Check out the benefits you will only find from Kamelon:

***Caloric reduction:*** Cravings and insatiable appetite are a thing of the past. Your disinterest in foods you previously enjoyed will ensure you eat less.

***Beat bloat:***

Your immune system will thank you for using our enzyme and probiotic blend.

***Supports Digestive Comfort:*** Plant-based ingredients are highly digestible and help you reach your metabolic and physical goals.

Kamelon isn't just a supplement. Don't take it from us though, listen to our satisfied customers!

***Kay from Colorado said,*** "Thank you to KAMELON!! It deserves its own celebrity fan base! The results are over the top, unlike my muffin-top! Thank you!! I've been trying to lose weight since 1985, and this is the only thing that has ever made a dent for me. I feel like the most beautiful woman in the world. This stuff is so incredible it's going to make tummy-tucks a thing of the past!"

Kamelon's success is no secret and demand is high! Order now to secure your place in line, today.

## D. Business Partner Letter; Persuasive

Ippsonogratto  
999 Millennial Avenue  
Newer New Mexico, NM 87109  
PH 505-599-9999

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August 1, 2021

Dear Mrs. Sousa,

Ippsonogratto is thrilled to partner with Synesthor, Inc upon the acquisition of MaxxHealth. We plan to continue the symbiotic relationship you previously held with MaxxHealth producing the vegan-friendly capsule integral to our successful production of Kamelon.

Due to our customer base being exponentially larger than that of MaxxHealth, our demand will also far exceed that of what your company previously filled. To offset any potential expansion pains, we would like to also partner to help you grow and support your output abilities.

We welcome all input from your company and request a formal meeting to discuss concerns, other potential obligations, growth/output concerns, and any other topics important to your stakeholders. I will travel to meet you and your board at your convenience. After this initial congregation, we also are planning a monthly meeting to ensure we keep our finger on the pulse of this massive undertaking. Demand has increased 3-fold from our date of acquisition, and we have not even begun the marketing campaign. We must plan to succeed as our product reinvents its market space. The success and happiness of Synesthor, Inc is vital to our success and happiness.

The acquisition of MaxxHealth has created many teams to improve and streamline our absorption of the company and our innovation processes. Among these, I have instituted a Relations Board to liaise and oversee all international issues. We invite you to appoint members of Synesthor, Inc to have a voice in our processes and protocols. As we value your companies' experience with us, we would also like to extend the compensation for these roles as to avoid any further burden these changes may impose upon your company's existing business model. We must ensure all parties involved continue to remain profitable, growing, and engaged.

I look forward to confirming a date we can meet in-person. I also look forward to formulating solutions to ensure the continued success and happiness of our companies, partners, stakeholders, and our customers. The future is very bright for all involved.

Thank you for your time and commitment,

Christina White  
Senior Manager,  
Ippsonogratto

## E. 1 Customer Complaint Response; Public

Hello Erin!

Thank you for taking the time to contact us at Ippsonogratto. We value all feedback from customers. The experience of even one customer out of thousands is still one that we take very seriously and strive to please.

Your comments sent to our customer experience representative shed some light on what we suspect the problem may be. You shared that your experience with Kamelon has only been about a week's length in time. If you consult your product and packaging, you can see that the protocol for success is in consistency and time.

The directions state that a period of time amounting to 4-5 weeks is necessary to achieve desired results. As such, your continued use of Kamelon for the next additional three weeks leading up to your vacation should produce the desired results of up to 15lbs of weight loss before your vacation. We understand that the process takes time, but you will be rewarded with success for your patience. This will also allow you to achieve and maintain your results in a way I am sure you will feel comfortable sharing online with your peers. Please ensure you follow all directions for your own safety and optimized results.

I look forward to your update in 3 – 4 weeks!

Christina White  
Senior Manager,  
Ippsonogratto



## E. 2 Consumer Complaint; Direct Private Message

Hello, Erin!

Thank you for taking the time to contact us at Ippsonogratto. We value all feedback from our customers. The experience of even one customer out of thousands is still one that we take very seriously and strive to please.

Your comments sent to our customer experience representative shed some light on what we suspect the problem may be. You shared that your experience with Kamelon has only been about a week's length in time. If you consult your product and packaging, you can see that the protocol for success is in consistency and time.

The directions state that a period of time amounting to 4-5 weeks is necessary to achieve desired results. As such, your continued use of Kamelon for the next additional three weeks leading up to your vacation should produce the desired results of up to 15lbs of weight loss before your vacation. We understand that the process takes time, but you will be rewarded with success for your patience.

We believe so strongly in our scientifically backed results, I am personally approving a complimentary 6-month supply of our premium product Kamelon to resolve any discomfort or uncertainty you have faced. This will also allow you to achieve and maintain your results in a way I am sure you will feel comfortable sharing online with your peers. Please ensure you follow all directions for your own safety and optimized results.

We care about your success. I will be reaching out weekly to follow up on your personal satisfaction. We are dedicated to the story and experience you have with Ippsonogratto being a positive one!

Christina White  
Senior Manager,  
Ippsonogratto

## F. Efficacy of Communication Methods & Strategies

### EMAIL

The motivational email promotes a positive environment for employees and supports the desired outcome. The email opens with acknowledging and congratulating employees for their successful acquisition of the company MaxxHealth. For example, "Congratulations to the whole team for your exceptional work in developing this breakthrough merger! Few companies can claim to have changed a market throughout history, let alone an entire way of life. Kamelon has the potential to do both. Its superior proprietary formula will soon reshape the future of weight loss. Still, it takes brave companies and consumers to embrace and promote the change over from our previously offered product line." The two advantages of Kamelon are incredible results of the study showing 90% success rates in the participants and the forecasted increase in profits related to Kamelon sales. The two disadvantages are discussed with resolution methods included. Disadvantages discussed are the need to follow Kamelon's use protocol 100% of the time in order to achieve success with the product. The other is the acknowledgement that time is also required to achieve results. The email closes with a message of unity and prosperity. The intended audience is internal, and the email is written with their existing knowledge in mind. It is an effective method of communication as it proactively delivers necessary information for an upcoming meeting, while minimizing disruptions of time and productivity to the employees. For example, "Please join me in celebrating the acquisition and promotion of the launch of Kamelon! Also, be ready to discuss the pros and cons as mentioned earlier during our company meeting on Monday. All employees are open to speaking at the forum and are expected to do so." They are given upcoming advantages & disadvantages as well as protocols to mitigate issues and model desired outcomes. The email also frames any potentially negative concerns about the future to have proactive resolutions.

### INFORMATIONAL EMAIL TO EXTERNAL STAKEHOLDERS

The email to external stakeholders is an effective communication strategy that supports the desired outcome. It is informational and written for the intended audience. The email starts with a clear outline of infrastructure adjustments to support a successful integration of the purchased company and the Kamelon product launch. The email includes a brief discussion of advantages and disadvantages. For example, "This trial showed Kamelon was successful for 90% of the participants, where the trial parameters defined success as losing at least 15 pounds over 4 - 5 weeks. The study contained 100 participants. While the study was "double-blind," it was not a closed, monitored setting for the entirety of the trial. This lack of monitoring leaves some room for user error as an explanation for the participants who did not see successful results rather than assuming the failure of Kamelon." The discussion of disadvantages is included also with resolutions listed to address the previous management of the product. For example, "Another issue we are facing head-on is the need to partner with Synesthor, Inc for production of the Kamelon capsule casing. Every effort is being made to ensure a smooth coupling with their company despite the distance we share. We are also taking extra precautions to ensure the needs of Synesthor, Inc are also met." The method effectively serves the target audience by positively delivering necessary information to understand the product, its launch, the direction the company is headed, and the ramifications of each. The email is concluded as the following, "Teams have been created

to manage and improve the experiences of customers, employees, production, distribution, international relations, and even Synesthor, Inc. employees. Keeping our awareness high at every stage will ensure we are able to be agile and accommodate any issues that may arise. ...Kamelon is a key to increased stability and profitability for all involved. It's time to go global!"

#### CONSUMER-FACING BLOG POST

A blog is no longer an effective tool for communication. Many are seen as outdated and overburdened with information. Users may skim a company's website briefly for information about a product, however this is typically not habitual action for a product like a supplement. The expectation for a supplement is to be a stable product that does not vary in ingredients or consistency. Information about the formula is useful to have posted on the website, like "Kamelon is the first supplement of its kind. Forget what's on the market now! Kamelon is collagen-based, with quick-absorbing essential vitamins geared for women, thermogenic metabolism boosters, protein, fiber, amino acids, and proprietary blends of superfoods that combine to produce the most potent supplement the industry has ever seen." Information alone will not create engagement with the product, however. Blog posts do not support the desired outcome because messages urging customer to take action can be easily ignored using this method of communication. For example, "Kamelon's success is no secret and demand is high! Order now to secure your place in line, today" could be completely missed as someone skims the page to find more eye-catching information. Additionally, information in print form can be manipulated, altered, or taken out of context by consumers or competitors. I recommend updating formats to a video blog or 'vlog' to discuss products, features & benefits, news, and other relevant information with the community audience. A human spokesperson would improve this delivery method by increasing engagement with the product.

#### PERSUASIVE LETTER TO BUSINESS PARTNER

The persuasive business letter is appropriate to achieve the desired outcome and does so by discussing anticipated production ability vs need, as well as proactive resolutions to foster the budding relationship as a true partnership. For example, "Due to our customer base being exponentially larger than that of MaxxHealth, our demand will also far exceed that of what your company previously filled. To offset any potential expansion pains, we would like to also partner to help you grow and support your output abilities." Potential misunderstandings are possible with any text or print communication, however these are addressed by including a commitment to the satisfaction of the partner in the relationship with, "... I have instituted a Relations Board to liaise and oversee all international issues. We invite you to appoint members of Synesthor, Inc to have a voice in our processes and protocols. As we value your companies' experience with us..." Considering the way the message is received by the audience ensures the method of communication remains an effective communication strategy. A persuasive letter may have details that cause apprehension in the audience. So long as logic and appropriate data is included in the letter that addresses those perceptions, concerns should be mitigated. Information included should be written for the understanding level of the recipient to avoid any negative feelings.

#### PUBLIC RESPONSE TO CUSTOMER COMPLAINT

The customer complaint can be tricky to navigate. The public response is an effective communication tool to serve the customer community as a whole audience and achieving the desired outcome. The speed of positive and negative feedback in a public forum is real-time, and this is a benefit is navigated with finesse, but dangerous when not. When a company takes accountability in handling complaints it rebuilds part of the social contract the company and the consumer base share. I indirectly acknowledge the customer is correct that she has seen no results in the given complaint and encourage her to continue use of the supplement as directed: "You shared that your experience with Kamelon has only been about a week's length in time. If you consult your product and packaging, you can see that the protocol for success is in consistency and time. The directions state that a period of time amounting to 4-5 weeks is necessary to achieve desired results. As such, your continued use of Kamelon for the next additional three weeks leading up to your vacation should produce the desired results..." This type of public response is effective for the desired outcome as it can stop a potentially bad situation from getting out of control and redirect the customer to a resolution mindset. For example, "We understand that the process takes time, but you will be rewarded with success for your patience." I personally commit to the customer and ask them for a public update.

#### DIRECT PRIVATE MESSAGE TO CUSTOMER COMPLAINT

The public and private responses to customer complaints are nearly identical in efficacy as communication tools for the target audience and at achieving the desired outcome. This type of communication allows for a deeper level of understanding than the public response as with supplements, the customer may not feel comfortable fully sharing details. A company should continue to acknowledge their accountability with the customer as well as attempting to indemnify the customer, if possible. For example, "We believe so strongly in our scientifically backed results, I am personally approving a complimentary 6-month supply of our premium product Kamelon to resolve any discomfort or uncertainty you have faced." I reintroduced the scientific data to console the customer and give them peace of mind as well as replaced any investment the customer has personally made in the purchase of the product. The direct message also allows me to personally invest in the customer and connect on a more personal level. For example, "I will be reaching out weekly to follow up on your personal satisfaction. We are dedicated to the story and experience you have with Ippsonogratto being a positive one!" I am also able to offer a more valuable resolution to the customer than in the public forum. For example, I sent this customer a 6-month supply of the supplement to be absolutely sure there is an improved result, however I could not do that for every customer with a complaint.

G.

## References

Ellen, G. M., & Loewy, D. (2018). *Business Communication: Process & Product*, 9th Ed.

Western Governors University (2021, August 2). MANAGEMENT COMMUNICATION — C204 PRFA — BKM2 TASK 1. Retrieved August 2, 2021, <https://tasks.wgu.edu/student/001274533/course/19840007/task/2290/overview#taskInfoOverViewReferenceList>