Piper-Melcher\_Assignment #1 MEMO-Revision

**MEMORANDUM**

**TO:** WRIT 221 Instructor and Students

**FROM:** Dana Piper-Melcher, student

**DATE:** August 30, 2020

**SUBJECT:** Rhetorical Analysis MEMO to AT&T Wireless Regarding Cell Service in the Gallatin Valley.

For Assignment #1 we have been asked to draft a MEMO of something that is of concern to us and that is such that a formal complaint of concern should be written to the company notifying them of same. The concern I have is in reflection of the unreliable service we are currently dealing with in the Bozeman area and the Gallatin Valley in general. For some reason, since their last update, the cell service is sketchy as to whether the signal is going to hold long enough to have a conversation with another person. There were many years when AT&T was the most reliable provider throughout the Northwest, but over the past two years it has degraded severely. We as customers deserve to know why this is happening, and when can we expect the service to return to what we had previously.

**Primary Reader(s):** The primary reader will probably be whoever opens the mail for the Troubleshoot and Resolve side of the Technical Services Department.

**Secondary Reader(s):** The Head of Technical Services would possibly be drawn into the situation if it becomes an escalated issue.

**Relationship:** I have been a customer of AT&T for over eleven years in both Colorado and Montana and have excellent service over most of those years.

**Intended Use of Document:** I intend to inform AT&T of the current situation in our part of the state and ask for resolution to the lack of bandwidth, or at least, a possible timeframe and what possibilities we have of improvement in our service.

**Audience’s Prior Knowledge About This Topic:** There are many people who have voiced their dissatisfaction with our current cell service, but I am not aware of anyone who has attempted to contact the company directly asking for answers.

**Additional Information Needed:** It would be good to have a list of others who are feeling concern over the cell service, though I am not sure that will be an easy compilation to come up with.

**Audience’s Probable Questions:** Those who read this will want to know exactly what the problem is and will likely ask if we have bought a “booster” to use to increase the signal we are receiving. This seems to be the first thing they ask if you talk to a local representative.

**Audience’s Probable Attitude Toward This Topic:** If the attitude follows through at a higher office, as it does at a local office, they will lean toward the fact that it is something they have no control over. The first suggestion I have received locally is to purchase a device that works like a ‘mini cell” within itself. This just creates an additional expense on the purchaser’s part as there is a monthly fee for it along with the monthly charge on the cell phone.

**Audience’s Probable Objections:** The most common objections I have received locally are that they do not have any more capacity because of the large numbers of people using cell services around the Gallatin Valley.

**Audience’s Probable Attitude Toward Letter:** They will most likely be accepting of the concerns voiced but will not have any definite answers to give at this point.

**People Most Affected by This Document:** The ones most affected will be the technicians who are there to troubleshoot and find solutions to the issues in the service they provide

**Reason for Letter:** We have major issues in completing cell phone calls without them dropping during the call or the signal varying so much that the parties can’t hear or understand what the others are saying.

**Acceptable Length:** I am planning on a concise and to the point letter of notification of the service issues.

**Material Important to This Audience:** It is important for those who work with the technical side of AT&T to hear about customer concerns, so they are aware that updates and increased cell towers are needed in our area.

**Most Useful Arrangement:** I will let them know that I have stayed with their company and plan to continue with them, but they need to be aware of how serious the issue of low bandwidth is becoming in our area.

**Tone:** I would hope to keep the tone of this letter professional and informative more than one of complaint. The letter would also have the support for their company, so they understand this is of concern to those who wish to continue to use their services.

**Due Date:** The letter is due in class September 6, 2020 by Midnight. After receiving peer feedback to make it a positive letter it will be mailed.