**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.

I have been asked to compose a complaint letter regarding a concern such that a formal message should be written to the company notifying them of my dissatisfaction. The concern I have is in relation to the unreliable service we are currently plaguing the Gallatin County and Bozeman area.Since their last update, for some reason 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 be the Troubleshoot and Resolve side of the Technical Services Department at AT&T.

**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 loyal customer at AT&T for upwards eleven years in both Colorado and Montana. Thus-far, I have had excellent service for the majority of those years.

**Intended Use of Document:** I intend to inform AT&T about the current situation geographical limitations prohibiting this corner of the state, and to ask for a resolution to the increasing lack of bandwidth, or at least, a possible timeframe for solutions to improvement in our service.

**Audience’s Prior Knowledge About This Topic:** There are many people who have voiced their dissatisfaction with the existing cellular service, but I am not aware of any other attempt sto address the company directly about these concerns.

**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:** The audience will want to know exactly what the problem is. They will likely ask if I have bought a “booster” to increase the strength of the incoming signals. 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, to the point, letter which addresses my concerns regarding AT&T’s degrading service.

**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 apprised updates and increased coverage 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 more informative than one of complaint. I would like to express my concern from a place of empathy, so they understand that this is a a high priority for those who wish to continue to use their services.

**Due Date:** The letter is due September 6, 2020, by Midnight. After receiving peer-review feedback, making my own corrections and improvements, I intend to physically mail in my letter.