

Inter-Office Memo

To: Jamie Engle
From: Shandel Cohen
Date: January 6, 2022
Subject: Saving \$145 k/year with an automated e-mail response system

Commented [PN(1): Grabs reader's attention with a compelling and promising subject line

THE PROBLEM:

Expensive and slow Response to Customer Information Requests

Our New Product line has been very well received, and orders have surpassed our projections. This very success, however has created a shortage of printed brochures, as well as considerable overtime for the people in the customer response center. As we frequently introduce upgrades and new options, our printed options quickly become outdated. If we continue to rely on printed materials for customer information, we have two choices: Distribute existing materials (even though they are now incomplete or inaccurate), or discard existing materials and keep printing new ones.

Commented [PN(2): Describes the current situation and explains why it should be fixed

THE SOLUTION:

Automated E-Mail Response System

With minor additions and modifications to our current e-mail system, we can set up an automated system to respond to customer requests for information. This system can save us time and money, and can keep our distributed information current.

Commented [PN(3): Explains the proposed solution

Automated e-mail response systems have been tested and proven effective. Many companies already use this method to respond to customer information requests, so we won't have to worry about relying on untested technology. Using the system is easy too: Customers simply send a blank e-mail message to a specific e-mail address, and the system responds by sending an electronic copy of the requested Brochure.

Benefit#1: Always-Current Information

Rather than discard and print new materials, we would only need to keep the electronic files up to date on the server. We could be able to provide customers and our field sales organization with up-to-date, correct information as soon as the upgrades options are available.

Commented [PN(4): Builds Reader's interest in the proposed solution by listing a number of compelling benefits

Benefit#2: Instantaneous Delivery

Almost immediately after requesting information, customers would have that information in hand. Electronic delivery would be especially advantageous for our international customers. Regular mail to remote locations sometimes take weeks to

arrive, by which time the information may already be out of date. Both customers and field salespeople will appreciate the automatic e-mail response system.

Benefit#3: Minimized Waste

With our current Method of printing every marketing piece in large quantities, we discard thousands of pages of obsolete catalogs, data sheets, and other materials every year. By maintaining and distributing the information electronically, we would eliminate this waste. We would also free up a considerable amount of expensive floor space and shelving that is required for storing printing materials.

Of course, some of our customers may still prefer to receive printed materials, or they may not have access to electronic mail. For these customers, we could simply print copies of the files when we receive such requests. Any good quality color printer can do the job for us.

Commented [PN(5)]: Acknowledges one potential shortcoming with the new approach, but provides a convincing solution to that as well.

Benefit#4: Lower Overtime Costs

In addition to saving both paper and space, we would also realize considerable savings in wages. Because of the increased interest in our new products, we must continue to work overtime or hire new people to meet the demand. An automatic mail response system would eliminate this need, allowing to deal with fluctuating interest without a fluctuating workforce.

COST ANALYSES

The necessary equipment and software costs approximately \$15,000. System maintenance and upgrades are estimated at \$5000 per year. However, these costs are offset many times over by the predicted annual savings:

Printing	\$100,000
storage	25,000
postage	5,000
wages	20,000
Total	\$150,000

Commented [PN(6)]: Itemizes the cost savings in order to support \$145 K/year claim made in the subject line

Based on these figures, the system would save \$130,000, the first year and \$ 145,000 every year after that.

CONCLUSION

As automated e-mail response system would yield considerable benefits in both customer satisfaction and operating costs. If you approve, we can have it installed and running in 6 weeks. Please give me a call if you have any questions.

Commented [PN(7)]: Summarizes the benefits and invites further discussion