

Scratch and Peck Feeds

AI Fluency Week 3

**Business Productivity
and Workflow**

Week 3: Learning Objectives

- Product Fact Sheet
- Create practical business documents and communications
 - Sales
 - Marketing
 - Production
 - Customer Service
 - Cross Functional

Create a Product Fact Sheet

Features, Pricing, FAQs, Customer Feedback

1. Product Overview
2. Key Features and Benefits
3. Product Specifications
4. Pricing and Purchasing
5. Shipping and Delivery
6. Warrant and Returns

7. Support and Resources
8. Customer Testimonials
9. Competitive Comparison
10. Compliance & Certifications
11. Company Information
12. Document Information

Product Fact Sheet Template (AI Generated)

Product Fact Sheet: WildWings Bird Feeders

1. PRODUCT OVERVIEW

Product Name

WildWings Bird Feeder Collection

Product Line/Category

Outdoor birding equipment and wildlife accessories

One-Sentence Description

Premium, weather-resistant bird feeders designed to attract diverse bird species while making backyard birding effortless and enjoyable.

Detailed Description

WildWings offers three distinct bird feeder styles, each engineered to attract different bird species and suit various backyard environments. Our feeders combine durable, eco-friendly materials with thoughtful design features that make refilling easy and cleaning simple. Each feeder is built to withstand all weather conditions while providing birds with safe, accessible feeding stations.

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Department Focused Fact Sheets

- Upload Fact Sheet
- Prompt:

Create a Fact Sheet that [Sales | Marketing |
Production|Customer Service] can use.

Create Professional Communication

1. **Email** for different audiences and purposes
2. **Client proposals** from Sales
3. **Campaign Announcements** from Marketing
4. **Status Updates and Reports** from Production
5. **Response templates** from Customer Service

Create Professional Communication Customer Email

WildWings Bird Feeders

Customer Email Campaign

Spring Migration Special Promotion

Email Details

Subject Line: Spring is Here! Get Free Premium Seed with Your WildWings Feeder 🌸

Campaign Period: Through April 30, 2026

Target Audience: Current customers and email subscribers

Email Body

Dear [First Name],

Spring migration is underway, and your backyard is about to become the place to be for returning birds!

Limited Time: Free Premium Seed Starter Pack (\$15 value)

Through April 30th, every WildWings feeder comes with a free premium bird seed starter pack—everything you need to welcome back cardinals, finches, and all your favorite feathered friends.

Create an email to customers based on content in this staff fact sheet.

We want to let them know about the Spring Migration Special where they can get a free premium seed starter pack.

Also remind them of discounts.

Use docx format

Create Professional Communication

Client Proposal from Sales

WildWings Bird Feeders

2847 Meadowbrook Lane, Boulder, CO 80301

SPECIAL PRICING PROPOSAL

Bulk Order Discount Agreement

Date: January 17, 2026

To: Bird Lovin'

From: WildWings Bird Feeders Sales Team

Subject: Enhanced Bulk Pricing for Valued Partner

Dear Bird Lovin' Team,

We truly appreciate the strong partnership we've built with Bird Lovin' and the commitment you've shown to bringing quality bird feeding solutions to your customers. Your dedication to wildlife conservation and customer education aligns perfectly with our mission at WildWings.

In recognition of our valued relationship and to support your continued growth, we are pleased to present this special bulk pricing proposal designed exclusively for Bird Lovin'.

Using the same product fact sheet, create a docx file that contains a customer proposal to increase discounts on feeders.

Normally we take a discount on purchasing 2 or 3 feeders, but we want to offer our customer, "Bird Lovin'" a 25% discount on all purchases where 25 or more bird feeders are ordered.

Let the customer know that we really appreciate working with them.

Create Professional Communication

Campaign Announcement from Marketing

WildWings Bird Feeders

SPECIAL ANNOUNCEMENT

New Bulk Shipping Rates



Create a Marketing Campaign Announcement. Using the same product fact sheet, create a docx file that contains the attached image and an announcement from Marketing of new pricing on delivery large quantities of bird feeders.

New Pricing for large orders:

- * Standard shipping (5-7 business days): \$5.00 flat rate for 25 or more feeders
- * Expedited shipping (2-3 business days): \$15.00 for 25 or more feeders
- * Express shipping (1-2 business days): \$20.00 for 25 or more feeders
- * Free standard shipping on orders over \$1000

This document should be in the form of a poster that is the size of a standard document. Format the text so it is large enough to read if the document was hung up on a wall. The document format should be docx.

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Create Professional Communication

Status Update from Production

WildWings Bird Feeders - Production Report

Production Focus Report

Q1 2026 Production Hours Analysis

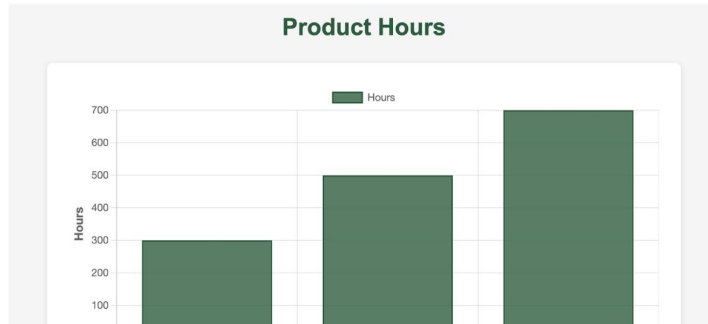
January 17, 2026

Executive Summary

Our production team has strategically allocated resources to meet increasing market demand for tube feeders. This report analyzes production hours across our three product lines and explains the rationale behind our current manufacturing focus.

Production Hours by Product

The following chart illustrates the current allocation of production hours across our feeder product line:



Upload CSV file with hours and product counts.

Create a simple bar chart using the CSV data. The x axis should be product, and the y axis should be hours.

Use the barchart you created to create a simple report that explains how production is focusing its efforts on tube feeders.

Create Professional Communication

Customer Support Response Template

WildWings Customer Support - Internal Use Only

Customer Complaint Response Template

Copy-and-Paste Sections for Email and Chat Support

How to Use This Template

1. Copy the relevant sections below and paste into your email or chat response
2. Replace [CUSTOMER NAME] with the customer's actual name
3. Replace [YOUR NAME] with your name
4. Select the appropriate apology and troubleshooting sections based on the issue
5. Personalize as needed while maintaining professional tone

SECTION 1: Opening with Apology

⚠ COPY FROM HERE ⚠

Dear [CUSTOMER NAME],

Thank you for reaching out to WildWings Customer Support. I sincerely apologize for the issue you've experienced with your feeder. We take great pride in the quality of our products, and I'm truly sorry that your experience hasn't met our high standards.

I understand how frustrating this must be, and I'm here to make this right for you.

Create an response template for Customer Support to use when there is a complaint and the support agent must include an apology.

Add to the template a shortened list from the product fact sheet FAQs that might help with the problem.

he response template should be formatted in sections that the Customer support agent can copy and paste into a bot or email.

Project Planning

Rollout New Product, Plan and Timeline

Smart Bird Feeder Marketing Campaign



Campaign Timeline

Pre-Launch (Weeks 1-4):

- Teaser campaign on social media with countdown to launch
- Beta tester program with bird watching influencers
- Press releases to outdoor and technology media outlets

Launch (Weeks 5-8):

- Product release with early-bird pricing incentive
- Launch event demonstrations at select retail locations
- Full digital advertising campaign activation

Post-Launch (Weeks 9+):

- Customer testimonial and user-generated content campaigns
- Seasonal promotions tied to migration patterns and bird watching seasons
- Continuous product line expansion communications

I've created a comprehensive marketing campaign document for your camera-enabled bird feeders. The document includes the product image you provided and covers all the essential marketing elements: executive summary, product features, rollout roadmap, target audience, key selling points, marketing channels, campaign timeline, and success metrics. The \$100 price point and progressive product line expansion (1, 2, 3, 4, and 6-bird models) are clearly outlined.

Wrap up: Week 3

Week 3 Homework:

1. Locate or create a Product Fact Sheet
2. Use AI for one complete work task and document the results

Next Week: Problem Solving, Agents, Data Analysis, Research