



## “I was not aware of that?”

Have you had to say that to a customer before?

If you have ever encountered that awkward situation when you were talking with a customer and important information was not shared with you then you understand the importance of carbon copying the right people on an email.

### Why CC and BCC

In e-mail, a carbon copy (abbreviated "cc," and sometimes "fcc" for "first carbon copy") is a copy of a note sent to an addressee other than the main addressee. A blind carbon copy is a copy sent to an addressee that is not visible to the main and carbon copy addressees. For example, you may have a work colleague that acts as a back-up when you're on vacation or not at work. You don't necessarily want the people you correspond with to know that you have a back-up. So, to keep your back-up informed, you always send the back-up a blind carbon copy. The fact that a blind carbon copy was sent is not apparent to the main and carbon copy recipients.



#### Email vs Snail Mail

Email outnumbers  
snail mail

**81 to 1**

Email sent per year  
**14.4 trillion**

Snail mail sent per year  
**177 billion**

The numbers are estimates for 2009

### Why CC and BCC Builds Trust

We are in a position of handling many varied situations at the same time and when you remember to CC the Account Manager for an email you are building trust with them and the Account Manager will be able to follow up when in front of the customer.

Now the same is true for the Inside Sales Representative to be in the KNOW - It is critical that the Account Manager also includes the Inside Sales Representative in pertinent emails that will strengthening the level of customer service we can provide.

### Practice Straight Talk

If you are asking the first question above, take the time to let the other team member know you would like to be included in future emails via CC or BCC to raise our service levels.