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Module 3: Influence Without Authority Challenge

## The Inbox File

Each incoming message represents a common product management scenario. Apply the communication strategies taught in this module and your knowledge about your cross-functional partners to respond to stakeholders by email. Tailor your messages to each stakeholder, using the [general scenario](https://docs.google.com/document/d/1AcLjzg5d8oAeSzGoHArEc1ToV8kHq-e_A9-EAMzXuTo/edit?usp=sharing) as a resource.

Write your response underneath each email below, and submit a copy of the document through Canvas. You will use your responses in the product update presentation. Make note of any decisions you make in your emails, and relay them in the product update presentation.   
  
**Note**: We’re not looking for step-by-step solutions. The goal is to apply communication principles to maintain constructive working relationships with stakeholders.

**EMAIL 1**

**From:** Allison James

**To:** me

**Subject:** New security measure for user data

As you’ve likely seen in the news recently, there have been a series of data breaches affecting the digital publishing industry. While we haven’t been affected so far, the data security team believes that our billing and subscription model makes us a target so we’ve decided to update our data security measures.

The database teams will handle most of the update, but there is some work that will affect our customer experience. Here’s what we need to implement on the front end:

* Two-factor authentication for login.
* Security questions inserted within the password reset request.
* Addition of biometric unlock (Face ID and/or fingerprint) for our mobile application.

Due to the sensitive nature of this issue, we’re asking for compliance within the next four months.

Please contact me with any questions or concerns.

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Allison James

Director of Data Compliance

WRITE RESPONSE BELOW

**From:** me

**To:** Allison James

**Subject:** Re: New security measure for user data

...

Hi Allison,

Thank you for your email and for taking initiative on next steps.

The product team is happy to assist with these front end updates, as the safety of our data is a shared goal.

I will review our product roadmap and discuss with the team where we can make space in our schedule for this necessary update.

I will reach back out to you in the next week or so, with confirmation on when we will get to this within the next 4 months, as you mentioned.

Have a great rest of your week!

Best Regards,

Zara Rahman

**EMAIL 2**

From: Darren Brent

To: me

Subject: Why hasn’t our new reader rewards tool launched?!?!

Our marketing messaging told our users that the new rewards tool was launching at 9 a.m. today. We’re getting calls from customers trying to enroll in the program, but the tool isn’t working. WE NEED THIS FIXED NOW!

Darren Brent

Sr. Manager - Marketing

WRITE RESPONSE BELOW

**From:** me

**To:** Darren Brent

**Subject:** Re: Why hasn’t our new reader rewards tool launched?!?!

...

Hi Darren,

The team is working now to resolve the issue. In the meantime, customers need to be made aware of the current limitations and how they can access their account or enroll through customer service while the bug is being resolved. In the meantime, it may be helpful to consult with the customer service lead on communication to the customer.

Please stand by for updates from me. I will let you know as things get resolved asap. This is high priority for the team today.

Best Regards,

Zara Rahman

**EMAIL 3**

From: Tyson Newsom

To: me

Subject: New release issue

Hey,

After the release last night we discovered an issue that is preventing Android users from accessing the new rewards tool. The team is still looking into the root cause. Will send an update when I have one.

-Tyson

Tyson Newsom

Tech Lead - Consumer Products

WRITE RESPONSE BELOW

**From:** me

**To:** Tyson Newsom

**Subject:** Re: New release issue

...

Hi Tyler,

Thank you for your email. I am already aware of this and it seems many customers are having trouble accessing their account. Please prioritize resolving this issue before the weekend.

If you need to run by other items on your agenda for the rest of the week with me, I can help re-prioritize. I am meeting with stakeholders today and want to be prepared to tell them what we are re-prioritizing.

Keep me posted please. Thank you for your initiative!

Best,

Zara Rahman

**EMAIL 4**

From: Valentina Nunez

To: me

Subject: High complaint volume

Good morning,

My team is seeing a big increase in customer call volume this morning. A lot of customers are unable to access the new rewards program and get their early sign-up bonus reward.

Do you have any information on the issue and when it will be fixed? My team needs to know what we should be telling customers before we lose subscribers.

Thanks,

Val

Valentina Nunez

Customer Service Team Manager

WRITE RESPONSE BELOW

**From:** me

**To:** Valentina Nunez

**Subject:** Re: High complaint volume

...

Hi Valentina,

Thanks for your email. The team discovered the bugs causing the issue earlier this morning and are working now to resolve them asap.

In the meantime, please work with marketing to develop some messaging to customers regarding this limitation. Perhaps we can suggest they call in to customer service if they want to set up or access their account while the bug is resolved.

I will send out an update to all departments necessary so you can stay in the loop. Apologies for the inconvenience. I appreciate you!

Best,

Zara Rahman

**EMAIL 5**

From: Linda Kim

To: me

Subject: Last update meeting

In the last update meeting, you highlighted the decision to prioritize launching the new rewards tool over the app navigation redesign the UX team has been working on.

Can you outline the rationale for that decision and the expected impact on the UX project again? I’m meeting with marketing leadership and need to explain the background and impact of what we sacrificed for them.

-Linda

Linda Kim

Head of Digital

WRITE RESPONSE BELOW

**From:** me

**To:** Linda Kim

**Subject:** Re: Last update meeting

...

Hi Linda,

Thanks for your email. Absolutely! Sales forecasts revealed a much higher, faster return on the rewards program initiative, therefore it has been prioritized over the UX project. Customers also responded very positively to the new program during research.

The marketing team actually presented this case to us so it may be helpful to reach out to them too for more details regarding this.

Hope this helps! Let me know if you need anything else.

Best Regards,

Zara Rahman

**EMAIL 6**

From: Davante Smith

To: me

Subject: Security project impact

Hello,

I’m guessing you’ve heard about the new security initiative we’re going to be starting. I need your input about your current team size and if you have the right resources to handle the front-end updates.

Let me know if you’d like to talk this through. Maybe we can do lunch this week?

-Davante

Davante Smith

IT Director

WRITE RESPONSE BELOW

**From:** me

**To:** Davante Smith

**Subject:** Re: Security project impact

...

Hi Davante,

Yes, Allison reached out regarding this already.

I am tied up with the team this week resolving a bug with the new update, but I told Allison I will consult our developers and reach back out late next week.

Perhaps we can all do lunch and discuss. Let me know when next week works for you and we can get something on the calendar.

Best Regards,

Zara Rahman