

MEMO

TO: Jamie Engle
FROM: Shandel Cohen 
DATE: July 8, 2016
SUBJECT: Saving \$145k/year with an automated email response system

A subject line with a compelling promise catches the reader's attention.

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 people in the customer response center. As we introduce upgrades and new options, our printed materials quickly become outdated.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 incomplete or inaccurate) or discard existing materials and print new ones.

“The Problem” describes the current situation and explains why it should be fixed.

THE SOLUTION:
Automated Email Response System

“The Solution” explains the proposed solution in enough detail to make it convincing, without burdening the reader with excessive detail.

With minor additions and modifications to our current email 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.

Automated email 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 email message to a specific 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 or options are available.

Listing a number of compelling benefits as subheadings builds reader interest in the proposed solution.

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 Regular mail to remote locations sometimes takes weeks to arrive, by which time the information may already be out of date. Both customers and field salespeople will appreciate the automatic 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