

company format:	»	<p>MEMORANDUM PETERSON, SMITH, AND JONES, ASSOCIATES</p>
Header:	»	<p>To: Marketing Department From: Steve Anderson, Assistant Vice President Date: December 31, 2002 Subject: 2003 Phone Policy Changes</p>
Introduction:	»	<p>On January 1st, 2003, our company is implementing new phone policy. Because of customer complaints that our phones ring forever, we are requiring all employees to make a good-faith attempt to answer their phones within the first three rings. Please review this document before that date to ensure you understand and can implement the new phone protocols.</p>
Discussion:	»	<p>Over the past three years, our company has averaged four rings to pick up outside lines. This statistic is based on over 10,000 incoming calls.</p> <p>According to the better business advocacy think tank Phony Ring Institute (PRI) in Boulder, Colorado, our company's phone ring response rate is well below the national average for competitive companies in our sector.</p> <p>Few customer complaints aids our organization's ability to meet our mission of exceptional service.</p>
Conclusion:	»	<p>On January 1st, 2003, please answer the phone on the first three rings. If you have any questions about this new policy please contact me in the next few weeks at X5555</p>