

BUSINESS MEMO EXERCISE ANSWER KEY

A. Reading for main ideas.

1. What is the main idea of this business memo?

B. The company is implementing new programs to improve phone service.

2. If you were a phone representative, how would you react to this memo?

Depends upon each individual. As long as the answer is supported with facts from the memo, it is acceptable.

B. Reading for details.

1. Without referring back to the memo, respond to the following questions as True or False:

___ The response rate for the company's survey was at industry standards.
FALSE, it was above industry standards.

___ Phone representatives now had to log into the phone system in a timely manner. If they were scheduled to log in at 8:00, they could log in at 8:01 or 8:02 but no later.
FALSE, they had to log in exactly on time.

___ The company is making a financial commitment to help solve the problem.
TRUE, phone equipment, new staff and training.

___ The company is hiring 10 new employees who, in addition to helping with normal phone coverage, will be especially helpful covering for phone representatives who are attending training classes.
FALSE, they are hiring 10 new employees but training takes place when the phone representatives are not scheduled to be on the phones.

___ The only goal for the test calls and phone monitoring is to help decide who wins the Phone Representative of the Month award.
FALSE, it is also to determine if the training is working.

___ Based on this letter, I would like to work for this company because it appears that it is important to the president that he explains why he is implementing programs that affect employees.
TRUE or FALSE, depending upon the opinion of the member regarding the memo (may depend upon actual work experience of the member). However, most should answer TRUE because the president could have just implemented the new programs without informing the staff of the reasons.

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2. Based on the solutions to the problems, what may be some additional problems that are going on at the company that the president did not spell out in his memo?

Some might be:

Too much time spent on the phone with customers not related to work (high talk time).

Personal calls.

Long lunches, leaving early (time logged in means lunch, breaks, sign-off as well).

Phone representatives providing incorrect solutions to problems (training, lack of knowledge).

Not concentrating on learning required information (test calls, asked them to take training seriously, leaving customers on hold long times while finding out correct answers).