George Rodriguez 10/15/2013

English 3771 Informative Speech

Davis Theopolis

President, Wingnutty, Inc.

324 Wingnut Dr.

Crescent City, CA 95531

October 1, 2013

Dear Mr. Theopolis,

 We are highly concerned with your satisfaction and loyalty to our company, AVIS Car Rental Company. In addition, customer care and gratification will always be our main concern. Motivated are we into creating a simple yet efficient improvement in order to assist all our customers.

 AVIS Car Rental Company has adopted an advanced theory that would be more efficient and modern in this day of age, the Self-Service Speech. In the year 2012, AVIS Co. had launched a state of the art application such as Voxify to enhance each aspect of the customer experience. This interactive speech self-service program has allowed our company to facilitate in a more effective procedure including affordable costs.

 Moving forward, the AVIS Car Rental Company has the operational system running twenty-four hours of the day. Customers now have a less time-consuming call with results they seek at an accelerated paste. According to the customer satisfaction survey over a twelve month period, the speech self-service program has made an impressive seventy percent of completed calls without opt-outs. This survey proves that our theory is a successful and benefiting step to our customers such as yourself.

 We understand that this unique style of business may be unusual for you, Mr.Theopolis, but rest assure that our latest telephone system is an achievement for us all. Avis Co. believes in creating new initiatives to improve customer services. If you fail to understand with our Self-Service Speech module benefits we are more than pleased to enlighten you that there is an option for a representative to speak with you.

Yours Truly,

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**CEO of AVIS Car Rental Co.**