

## PORTFOLIO ASSIGNMENT #3

### INFORMATIVE MESSAGE

This is a letter written by an Avis Customer Relations executive to a customer who complained about being greeted by a computerized voice on the phone, instead of a real person. One of the strongest features of the letter is the format. I feel that it is written in detail and is a professional form of correspondence.



Avis Budget Group  
123 Crossroads Avenue  
Glendale, NJ CA 95543

October 16, 2013

Davis Theopolis  
President, Wingnutty, Inc.  
324 Wingnut Dr.  
Crescent City, CA 95531

Dear Mr. Theopolis:

As a loyal customer of Avis Budget Group, you and your business are important to us. With 10,000 rental locations in 175 countries, our mission is to deliver the best customer service as possible to our clients.

In response to your complaint, this letter is being sent to inform you of the benefits of our newly implemented telephone system. One of the benefits is that whenever a customer who calls Avis wants to speak directly to an agent to make a new reservation, that option is always available. The system is an automated interactive voice response (IVR) system where customers, who don't need to speak with agents are able to change, confirm or cancel their reservations on their own. This allows agents to spend more time with customers booking new reservations.

As a valued customer who regularly uses Avis, your pertinent information is conveniently stored in our database. Because our system uses caller ID, upon calling us, your records are presented to agents via an on-screen portal. This way the agent does not have to ask you questions about your personal information, such as your address and account number. Our innovative voice response system is one way Avis has improved our customer service driven interaction with clients.

To show our appreciation for your business, we at Avis are offering you a 20% discount towards your next car rental.

Best regards,

Barry Slotnik  
Sr. VP, Customer Relations