From : [Chaima.bedhief@wa.com](mailto:Chaima.bedhief@wa.com)

To: [William.hoppper@wa.com](mailto:William.hoppper@wa.com)

Subject: Communication Problem and Decision Taken

Dear Mr. Wiliam,

I hope you are well!

Following to your e-mail sent in 05.11.2025, please find follow the problems and the decisions taken by my side:

1. **Problem 1:** Communication between directors and Heads of Department

**Solution:** Heads of Department should send monthly reports to directors and keep them in touch with all the important situation in the company, I propose also to share a common folder to them to keep them in touch with the emergency implications so that they can remedied that and take a quick decision and a quick reaction.

For the key account I propose to not hire a new employee but to promote a colleague that he has the capacity to manage the key accounts and who has already a good contact with customers

1. **Problem 2:** Head office is not receiving information quickly from sales representatives

**Solution:** Daily reports should be sent to the head office so that they can solve the sale problems as soon as possible and customers received a quick answer

1. **Problem 3:** The department needs a new procedure for dealing with product complaints

**Solution:** Each complain should be immediately transfer to the concerned person and the time of waiting should be compressed to maximum 2 minutes per call.

Please let me know if you have any other propositions or questions about all the taken decision.

Best regards,

Chaima Bedhief

Communications Director