To : Head of Ward Associates

From: Betty Friedman

Subject: Following up on communication improvement decisions

Dear Mr

Following our recent discussions about analyzing communication problems in WCH company, we have come up with recommendations for improvements.

I would like to confirm that we have pointed with a new manager who will be in charge of key accounts. Our decision is based on building a strong relationship with our customers because we care about our image and the quality of our services. We want to create a more personal approach to customer relations.

Sending reports could become a distraction due to information overload. So, we believe that appointing a new manager is more effective solution

The new manager will be responsible for improving both internal and external communications. He should be one of our current employees who already knows the company. He will ensure that everyone is kept informed and client satisfaction is improved.

Please let me know if we have any further comments

Best wishes

Betty Friedman

Bretty Friedman

Communications Director

WCH

Seattle, US, W.C