To: Axel Geirsson

From: Kym Thomas, Communications Consultant

Subject: Onward and Upward Outfitters’ Policy regarding the H2O Pro-TechT Product Line

Good Morning Axel,

Thank You for the opportunity to assist and address Onward and Upward Outfitters’ correspondence concerns to the staff and customers. I have made minor changes to Document 3.2-Memo on the H2O Pro-TechT Product features. In the memo, I opened with an introduction of appreciation to the employees for their contribution to the sale of the products. Along with the appreciation, I included the room for improvement on customer service.

The best quote I have heard in business is, “The real sale comes after the sale” Therefore, The questions you suggested were perfect in achieving the ultimate understanding of the product offered and opens the door for an in depth communication about the expectations of the gear.

Take a look at the changes I have suggested and respond at your convenience with your comments, suggestions, questions or concerns. Please do not hesitate to contact me at (513) 555-1212 or by email kym.thomas@Thomasconsulting.com

Thank You

Kym Thomas
To: Onward & Upward Outfitters Staff  
From: Axel Geirsson  
Date: May 25, 2012  
Re: H2O Pro-TechT Product Line

Thank You for the excellent job you do and your contribution to the success of the H2O Pro-TechT Product Line sales. Onward & Upward Outfitters appreciate a friendly and knowledgeable staff that projects the best customer service. We rely on the commitment of our employees to be knowledgeable about products we provide so that our customers have the best experience.

Although we’ve been selling a lot of the H2O Pro-TechT product line, we’ve also been getting customer complaints that the H2O Pro-TechT fabric leaks, leaves them damp and cold. Therefore, we must improve on our customer’s experience, be diligent in our approach about explaining the products performance, and effectively educate the customers about what they can and cannot expect from H2O Pro-TechT apparel. This is a good product — perhaps the best on the market. By taking just a few more minutes to talk with customers, we can help them avoid common mistakes and get the best experience from the H2O Pro-TechT gear.

When discussing H2O Pro-TechT rain gear, remember to emphasize the fabric is highly tested and undergoes strenuous quality checks. In most cases the fabric is not defective. Dirt, crud, and salt water reduce the effectiveness of H2O Pro-TechT. Sometimes a good washing will dramatically improve the performance of the gear. When handling customer concerns, try to find out if the product is defective or if the customer did something to reduce the product’s performance.

For example:

- Did the customer wait until they were already wet before putting on the rain gear?
- Did they have the pit zips open and allow water in?
- What type of clothing were they wearing underneath?
- Cotton clothes could leave them feeling damp during exertion. Too much clothing might lead to overheating, sweating, and an impression that the gear leaks.
- How long have they had the gear and have they washed it recently?

Water can and will get in the garment because it is not 100% waterproof and most feelings of dampness are not the result of leaks but of sweat. Under exertion, humans produce a surprising amount of sweat. Customers can address this problem by using the ventilation zippers (i.e., pit zips), wearing moisture-wicking clothes underneath (cotton not recommended), and proper layering of clothes along with the garment to avoid feeling cold.
Bottom line is above and beyond customer service. Please advise the customers if they have any concerns about the stores policy regarding the H2O Pro-TechT Product Line, they can bring the gear back and we’ll take a look at it. If the seams or other material look defective, we’ll exchange it for another. If the item cannot be replaced with an item of equal value, we will honor and offer a customer refund.

Onward and upward!

Axel