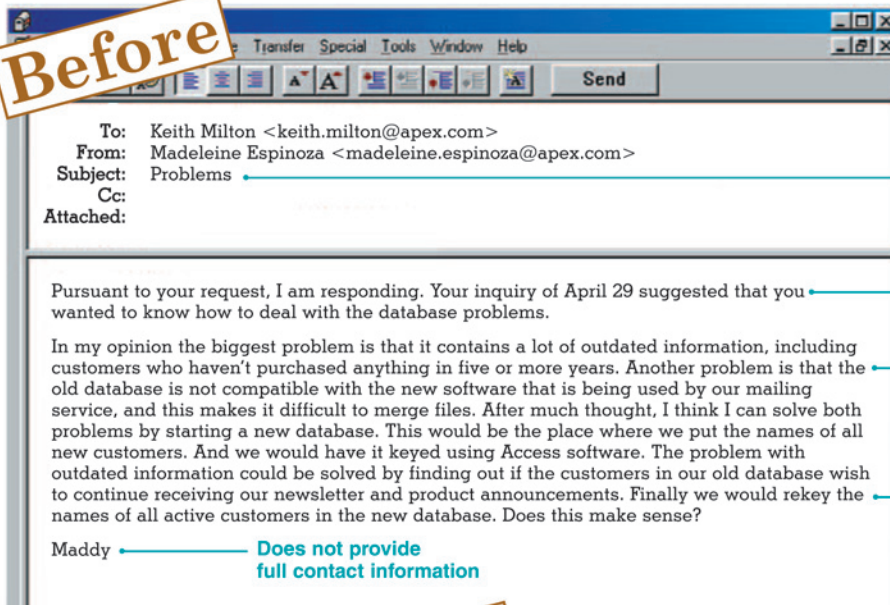● **E-mail.** E-mail involves the transmission of messages through computers and networks. Users can send messages to a single recipient or broadcast them to multiple recipients. When messages arrive in a simulated mailbox, recipients may read, print, forward, store, or delete them. E-mail is most appropriate for short messages that deliver routine requests and responses. It is inappropriate for sensitive, confidential, or lengthy documents. Used professionally, e-mail is a powerful business tool.

Despite its popularity, e-mail may be dangerous because messages travel long distances, are difficult to erase, and may become evidence in court.

Before

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Transfer  Special  Tools  Window  Help                    _ 𝒫 ✕

  ▤ ☰ ☰         A⁺ A⁺  ⁃☰ ⁃☰ ⁃▤ ▤⁃  🄰       Send
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To:	Keith Milton <keith.milton@apex.com>
From:	Madeleine Espinoza <madeleine.espinoza@apex.com>
Subject:	Problems ●
Cc:	
Attached:	

Pursuant to your request, I am responding. Your inquiry of April 29 suggested that you wanted to know how to deal with the database problems.

In my opinion the biggest problem is that it contains a lot of outdated information, including customers who haven't purchased anything in five or more years. Another problem is that the old database is not compatible with the new software that is being used by our mailing service, and this makes it difficult to merge files. After much thought, I think I can solve both problems by starting a new database. This would be the place where we put the names of all new customers. And we would have it keyed using Access software. The problem with outdated information could be solved by finding out if the customers in our old database wish to continue receiving our newsletter and product announcements. Finally we would rekey the names of all active customers in the new database. Does this make sense?

Maddy ●

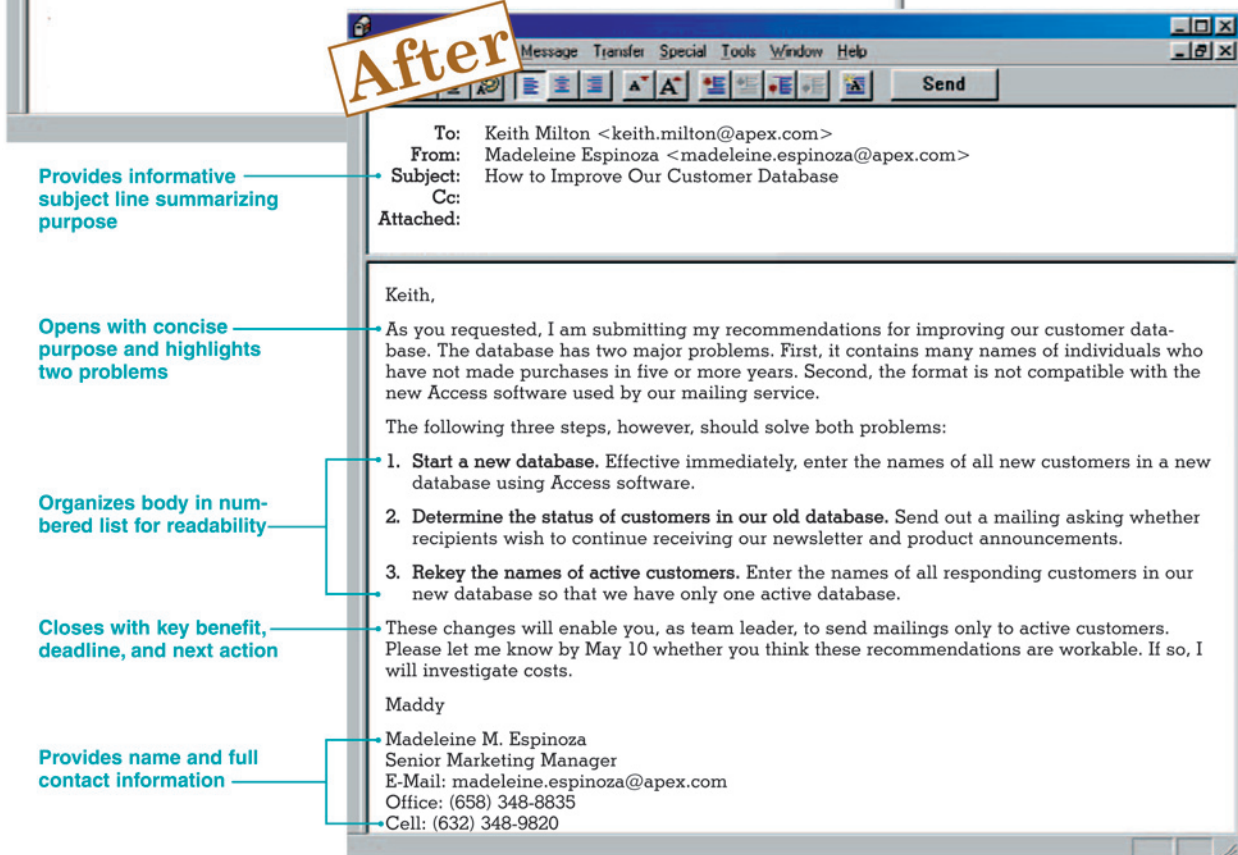**Uses one-word, meaningless subject line**

Fails to reveal purpose quickly

Buries two problems and three-part solution in difficult-to-read paragraph

Forgets to conclude with next action and end date

Does not provide full contact information

After

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Message  Transfer  Special  Tools  Window  Help           _ 𝒫 ✕

  ▤ ☰ ☰         A⁺ A⁺  ⁃☰ ⁃☰ ⁃▤ ▤⁃  🄰       Send
```

To:	Keith Milton <keith.milton@apex.com>
From:	Madeleine Espinoza <madeleine.espinoza@apex.com>
Subject:	How to Improve Our Customer Database
Cc:	
Attached:	

Keith,

As you requested, I am submitting my recommendations for improving our customer database. The database has two major problems. First, it contains many names of individuals who have not made purchases in five or more years. Second, the format is not compatible with the new Access software used by our mailing service.

The following three steps, however, should solve both problems:

1. **Start a new database.** Effective immediately, enter the names of all new customers in a new database using Access software.

2. **Determine the status of customers in our old database.** Send out a mailing asking whether recipients wish to continue receiving our newsletter and product announcements.

3. **Rekey the names of active customers.** Enter the names of all responding customers in our new database so that we have only one active database.

These changes will enable you, as team leader, to send mailings only to active customers. Please let me know by May 10 whether you think these recommendations are workable. If so, I will investigate costs.

Maddy

Madeleine M. Espinoza
Senior Marketing Manager
E-Mail: madeleine.espinoza@apex.com
Office: (658) 348-8835
Cell: (632) 348-9820

Provides informative subject line summarizing purpose

Opens with concise purpose and highlights two problems

Organizes body in numbered list for readability

Closes with key benefit, deadline, and next action

Provides name and full contact information

Avoid sending sensitive, confidential, inflammatory, or potentially embarrassing messages because e-mail is not private.

Design your messages to enhance readability, and double-check before sending.

Email

Email has changed the way we do business. Sure, people complain about the amount of Email they receive. But when all is said and done, using Email has impacted business in a positive way and has the edge over other methods of communication.

Advantages

In a work place, communication is extremely important. Employees are now luckily able to make use of the many advantages of email.

1. It is very easy to communicate effectively with anybody within the office or anywhere in the world regardless of where they are situated
2. Another advantage of having email at work is that you can respond to clients quickly and easily. This means that you no longer need to spend hours on the phone, trying to get through and leaving messages with receptionists.
3. Messages can be sent quickly, in an instant.
4. The cost of sending an email is very low, unlike postage and other methods of communication.
5. It is easy to use, simply type the name of the recipient, a subject line and your message and click the send button.
6. You can copy others on correspondence. You can even blind copy someone (BCC) if you don't want the recipient of the email to know that you are sending it to another person. A large number of people can be copied and communicated with at once.
7. You can send attachments, such as photographs, files and spreadsheets.
8. You can book appointments in other people's diaries. They can then accept or decline the appointment.
9. Email saves time. No need to spend valuable time going to someone else's office.
10. Emails can be responded to in your own time, when it is convenient for you. It is not invasive like a visitor or phone call which requires immediate attention.
11. It speeds up the workflow process, documents can be sent for comment, corrections can be made quickly.
12. Emailing saves paper and printing costs.

Disadvantages

Unfortunately the good always comes with the bad. Some of the disadvantages of email may be that your staff spends too much time on personal messages as opposed to work related stuff. This is the fundamental disadvantage to allowing employees email access.

However if a positive and trusting relationship is able to be maintained, between management and staff, then this could contribute to a more productive working environment, where employees can enjoy the many advantages of using email

1. Email can become time consuming for answering complicated questions and misunderstandings can arise because cultural differences in the interpretation of certain words. The telephone is much better for providing detailed answers or if you feel that the question is not absolutely clear.
2. Email can compromise the security of an organization because sensitive information can be easily distributed accidently or deliberately. Email should be entrusted to well trained and trusted staff members.
3. Email can become impersonal or misunderstood.
4. The use of pronouns can lead to serious misunderstandings. Users should always try to write the full description rather than abbreviate their sentences with pronouns.
5. Spam emails can be sent which can clutter your inbox.
6. Email hoaxes.
7. Viruses can be sent by email.
8. Misunderstandings can occur if messages are not constructed properly.
9. Not everyone has internet connectivity.

- Use virus protection software to scan all emails to prevent spreading and receiving viruses.
- Although there are a variety of advantages and disadvantages of email, the advantages outweigh the disadvantages by far.

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