

Executive Connections in Communications



Date Here
Sample A. Sample
Company
1234 Street
Anytown, ST 00000

Dear Name:

As the General Manager of the Communications Sector, Microsoft North America, I am committed to helping your business grow and flourish.

We realize that customer service is an important component of any business, because it directly affects the acquisition and retention of customers. With this in mind, we designed **Microsoft® Customer Care Framework** to enable service providers to effectively address the needs of their customers. The solution offers different ways for customers to interact with their call center operator, including the use of voice, e-mail, and instant messaging.

With the capabilities of Customer Care Framework, we are enabling service providers like you to accomplish your business goals. Enclosures include a product overview and a white paper on improving contact center productivity. I encourage you to review these and to pass them along to the appropriate person on your staff for further evaluation. More information about the Customer Care Framework can also be found at www.microsoft.com/serviceproviders/solutions/ccf.aspx.

As part of this year's Annual Customer Satisfaction Survey, we received some constructive feedback from many of you. If you have any specific requests from your account team—whether you want a product roadmap presentation or need more communication from your Technical Account Manager—please let me know so that I can personally get involved in enhancing our partnership. My primary goal is to ensure your satisfaction and ultimately to exceed your expectations. To arrange a meeting between Microsoft and your organization or for additional information, please contact me at harryp@microsoft.com or (646) 225-4451.

Finally, please accept the enclosed gift, *The World is Flat: A Brief History of the Twenty-First Century* by award-winning *New York Times* columnist, Thomas Friedman. I hope you'll find his apt review on globalization fascinating. I look forward to continuing to partner with you and your organization in the future.

Regards,



Harry Patz, Jr.
General Manager of Communications Sector, Microsoft North America

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