

Name: \_\_\_\_\_

**LCCI Writing**

**Situation**

You are the Systems Manager for an online retail company. Your company has had some problems recently with customer complaints. The Operations Director has asked you to look into new systems, which could solve the problem. Read the email and the advertisement for an order and distribution processing system. Then write your executive summary with a proposal.

**To:** Systems Manager  
**From:** Operations Director  
**Subject:** Recent complaints

I'm very concerned about the large number of customer complaints Customer Service has been handling recently, regarding orders, deliveries and Customer Service staff. Please could you investigate the issues, look into new order and distribution processing systems and write a proposal with your recommendations? Also, could you let me know if more staff training is needed.

**DVStar Systems presents**  
**ORDERING AND DISTRIBUTION SYSTEMS TO**  
**CREATE SATISFIED CUSTOMERS**

Automated order and distribution systems for personalised customer service.

Tailored to your needs and guaranteed to streamline all processes.

Same day pick, pack and dispatch for orders by 2 p.m.  
Tracks delivery and checks postcodes to avoid incorrect destinations.

Delivery tracking for customer and supplier.

Client rating: 5 star

Our clients say:

*'We now have many more long-term clients thanks to DVStar Systems.'*

*'Customers love our super-efficient business. Thank you, DVStar!'*

**Task**

**Write your summary report. Write 250–300 words.**

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