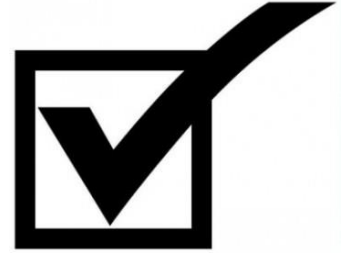


**BUSINESS
PROFESSIONALS**
of **AMERICA**
Giving Purpose to Potential



Fundamental Word Processing (200)

REGIONAL 2025

PRODUCTION

Job 1: Report _____ (100 points)

Job 2: Memorandum _____ (100 points)

Job 3: Letter _____ (100 points)

TOTAL POINTS _____ (***300 points***)

Test Time: 60 minutes

GENERAL GUIDELINES:

Failure to adhere to any of the following rules will result in disqualification:

1. Member must hand in this test booklet and all printouts, if any.
2. No equipment, supplies, or materials other than those specified for this event are allowed in the testing area. No previous BPA tests and/or sample tests (handwritten, photocopied, or keyed) are allowed in the testing area.
3. Electronic devices will be monitored according to ACT standards.

EXAM GUIDELINES:

1. Ensure this test booklet contains Jobs 1-3.
2. Key all jobs according to the instructions given.
3. Correct all formatting, spelling, or grammar errors. Use the formatting guide in the *Style & Reference Manual*.
4. Your name or initials should *not* appear on any work you submit. Use your Member ID in any occasion you would normally key your reference initials.
5. In the lower **right-hand** corner of ALL work submitted (unless otherwise specified), key your Member ID and job number.
6. If you complete the event before the end of the time allotted, notify the proctor. Time may be considered a factor in determining a winner when there is a tie score.
7. Place your scoring sheet on top of your jobs. Jobs should be placed in numerical order.

| PRODUCTION STANDARDS | |
|----------------------|------------|
| 0 Errors | 100 Points |
| 1 Error | 90 Points |
| 2 Errors | 70 Points |
| 3 Errors | 50 Points |
| 4+ Errors | 0 Points |

Job 1: Report

Smith 1

Julie Smith

Nancy Wells

Chief Executive Officer

Date (in military style)

Grader Note:

Member ID and Job Number in right
Footer

A Focus on Customer Service

In today's business world, customer satisfaction plays a vital role in the success of a business. Digital Solutions recognizes the importance of customer service in building brand loyalty. The company must now shift its focus towards customer-centric practices, aiming to exceed customer expectations and foster positive experiences at every level of our organization.

Strategies

The following are three areas in which Digital Solutions must focus its energies:

1. A customer-focused culture that ensures each of our customers feels valued and important to our business.
2. Open communication channels between all departments and customers.
3. Personalized customer experiences, avoiding a one-size-fits-all approach.

Initiatives

Our organization must explore emerging technologies such as AI for enhanced customer interactions, as well as to expand our internal customer service education initiatives.

Results

To gauge the positive results of these initiatives, we will utilize customer surveys and monitor customer retention rates to measure the effectiveness of this campaign.

As Digital Solutions transforms its business operations to prioritize customer service, the result will be increased customer satisfaction, loyalty, and positive brand perception.

Job 2: Memorandum

MEMORANDUM

TO: All Department Heads

FROM: Julie Smith, Human Resources

CC: Nancy Wells, CEO

DATE: Current Date

SUBJECT: New Customer Service Focus

Grader Notes:

or Harvey Rosen, Tom Carlson,
Roger Meyer, Edna
Renick

Grader Notes:

or Chief Executive Officer

As Digital Solutions **navigates** the ever-evolving landscape of this industry, I am excited to share a significant shift in our organizational focus. We are transitioning to a more customer service-oriented approach, placing the satisfaction of our customers at the **forefront** of everything we do. Attached is a report I have prepared outlining the details of this new initiative.

Please review the report and address any questions you may have to me. In addition, if you have any data or research to share on this topic, please bring that information to my attention. Customer service is not just a position in our company; it is a philosophy that permeates every aspect of our business. Recognizing the critical role that customer satisfaction plays in our growth, we are committed to fostering a culture that revolves around exceeding customer expectations, building lasting relationships, and ensuring a positive experience for all of our **customers**.

All departments of Digital Solutions will receive training and will determine how to focus their efforts on a more customer-centric footing. Your dedication and expertise are crucial in making this transition a success. As employees of Digital Solutions, each of your staff members contributes to the overall customer experience. Their positive attitudes, attention to detail, and **commitment** to excellence will be key in creating a customer-centric culture that sets us apart in our industry.

We are all in this together, working towards a common goal of providing outstanding service to our customers. Thank you for your continued hard work and dedication.

##-#####

Attachment

Grader Note:

Member ID and Job Number
in right Footer

Job 3: Letter

Current Date (at 2" top margin)

Mr. Justin Heggaton, President
JH Management Source
1100 Washington Ave.
Columbus, OH 43206

Dear Mr. Heggaton

CUSTOMER SERVICE TRAINING

Thank you for your continued collaboration with Digital Solutions! As part of our commitment to delivering exceptional service, Digital Solutions is seeking your assistance in providing **in-depth** customer service training to our staff. The training would ensure that our team members possess the necessary skills to handle customer inquiries, resolve issues effectively, and maintain a positive and professional interaction with our valued customers. We believe this focus can elevate the overall customer **experience** and strengthen our relationships with our customers.

We are eager to collaborate with you to **tailor** the training to our company's specific needs and objectives. Your expertise in this area will undoubtedly contribute to the success of our customer service initiatives.

Please contact me **within ten days** so that we may formulate a plan to begin this training soon. Thank you for your prompt attention to this matter. We look forward to working with your company once again!

Sincerely

Julie Smith
Human Resources Department Manager

##-#####

c Nancy Wells

Grader Note:

Member ID and Job Number
in right Footer