

## **Official Memo**

**To: Sandra Haywood, District Managerial Team**

**From: Hazelyn Cates**

**Date: February 9, 2025**

**Subject: Request for tuition reimbursement for Certified Technical Writer course**

I am writing to request a tuition reimbursement of \$2000 on behalf of the company for the Certified Technical Writer course I am currently enrolled in. The benefits of the completion of this course are far-reaching and multifaceted, with benefits individually, store-wide and company-wide.

Firstly, a course on technical writing is beneficial from a communications aspect. Successful course completion will guarantee I will be versed in different technical communication mediums to better reach customers, namely in email and social media campaigns. By using strategies learned in this course, like audience analysis, along with interpersonal skills learned in face-to-face communication, I will be better at understanding the customer, identifying customer needs and anticipating customer responses. This will allow me to better target the customers, for example, by seasons, holidays, personal and professional events. This will provide a basis of how to frame email and social media campaigns using the appropriate language, tone and voice. As a result, it will make the campaigns more persuasive and appealing, drawing more customers into the store. This will ultimately increase sales, boost employee morale, and create loyal customers. And by creating a loyal customer base for the store and the brand, these customers will become more inclined to visit our store and other sister stores of the brand and share their enjoyable shopping experience with friends, family, and coworkers.

Secondly, my reimbursement request is bolstered by knowing that completion of this course will improve my efficiency at work from a customer service perspective. Being able to reach customers in a timely manner informing them of sales, coupons and other promotional events is a very important aspect in retail and customer service. Customers will without a doubt appreciate the swiftness with which the information is relayed to them and will be able to act on it as soon as they receive it; be it a birthday coupon for the month or a sale that only lasts for a week. Being efficient in sending emails or posting on social media can be the difference between meeting sales goals and falling short.

To conclude, given the reasons listed above, I again request that reimbursement of \$2000 be considered on the company's behalf. The benefit will be an employee with greater technical communication skills that will help reach customers, create more effective email and social media campaigns, and contribute to an increase in sales in store 1149 and for the entire company.

**Sincerely,**

**Hazelyn Cates**