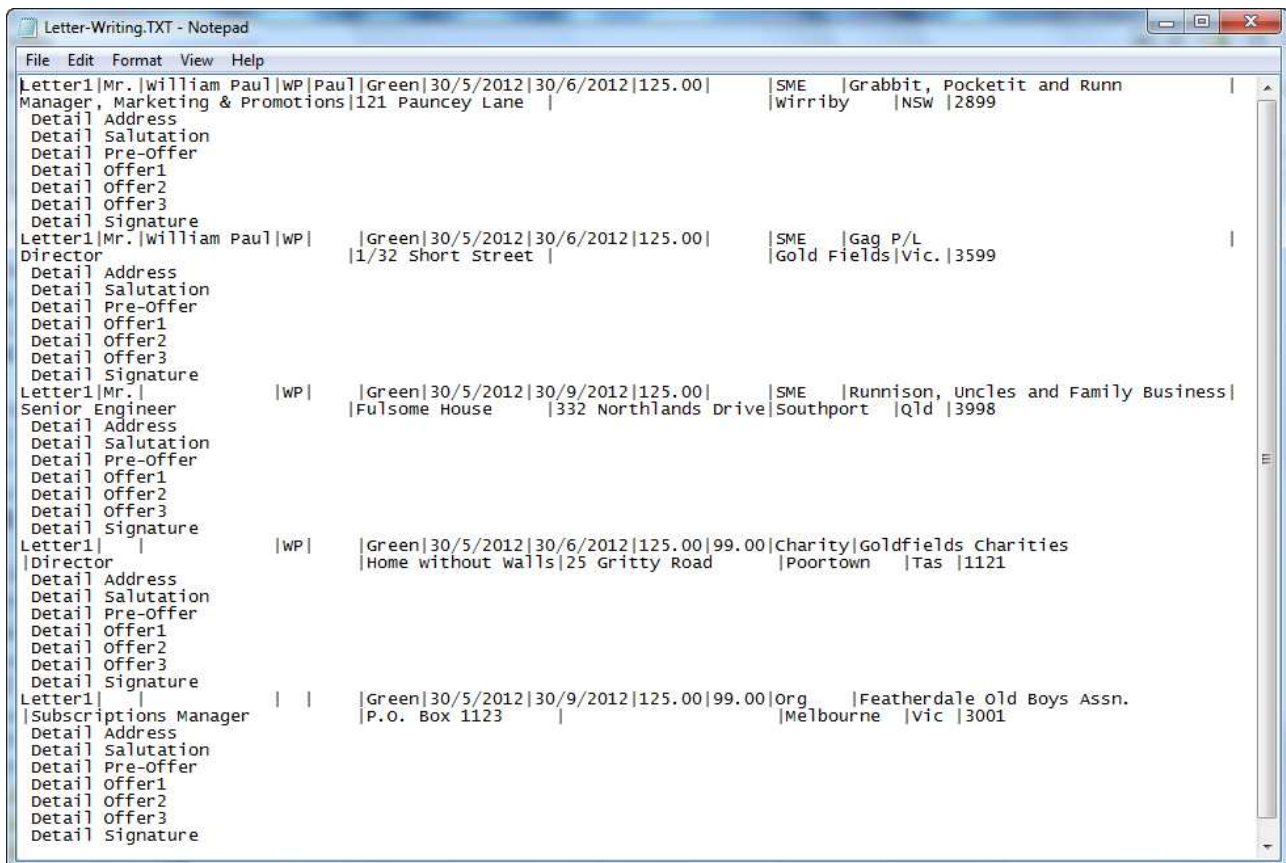


Letter Writing in FormTrap Version 8

FormTrap Version 8 offers excellent letter writing, to the standards of Word, but automated from your application system. "Application System" might be a telephone help desk, internal mail and email handing operation, direct mail function or anything else that writes letter to clients. FormTrap's unique **value proposition** is that it inserts paragraphs or even the entire letter from as little as one unique character in the data, embeds data fields at will and re-wraps the paragraph as required. Add in-built and programmable logic to determine which fields to print, when and the result is more powerful than Word being operated by a user to select what to print and when from a set of paragraphs - and all **fully automated**.

This example shows the data content of the letter, in this case fields have been aligned but could equally well come from a spread sheet or similar format such as a tab-delimited file.



```
Letter1|Mr. |William Paul|WP|Paul|Green|30/5/2012|30/6/2012|125.00|SME |Grabbit, Pocketit and Runn|
Manager, Marketing & Promotions|121 Pauncey Lane |Wirriby |NSW |2899|
Detail Address
Detail Salutation
Detail Pre-Offer
Detail offer1
Detail offer2
Detail offer3
Detail Signature
Letter1|Mr. |William Paul|WP| |Green|30/5/2012|30/6/2012|125.00|SME |Gag P/L|
Director |1/32 Short Street |Gold Fields|Vic. |3599|
Detail Address
Detail Salutation
Detail Pre-Offer
Detail offer1
Detail offer2
Detail offer3
Detail Signature
Letter1|Mr. | |WP| |Green|30/5/2012|30/9/2012|125.00|SME |Runnison, Uncles and Family Business|
Senior Engineer |Fulsome House |332 Northlands Drive|Southport |Qld |3998|
Detail Address
Detail Salutation
Detail Pre-Offer
Detail offer1
Detail offer2
Detail offer3
Detail Signature
Letter1| | |WP| |Green|30/5/2012|30/6/2012|125.00|99.00|charity|Goldfields Charities|
Director |Home without Walls|25 Gritty Road |Poortown |Tas |1121|
Detail Address
Detail Salutation
Detail Pre-Offer
Detail offer1
Detail offer2
Detail offer3
Detail Signature
Letter1| | | | |Green|30/5/2012|30/9/2012|125.00|99.00|org |Featherdale Old Boys Assn.
Subscriptions Manager |P.O. Box 1123 |Melbourne |Vic |3001|
Detail Address
Detail Salutation
Detail Pre-Offer
Detail offer1
Detail offer2
Detail offer3
Detail Signature
```

Let's take a look at some data content in detail, and what we can do with it.

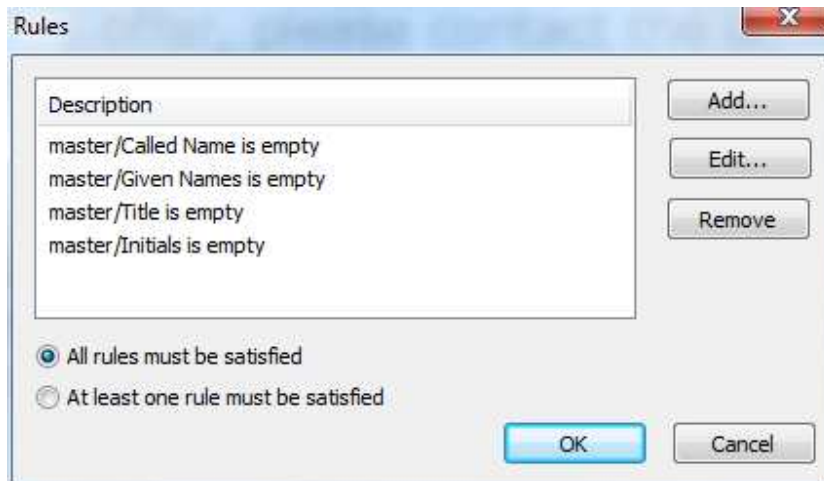
Address and **Salutation** are selected from these fields:

Title	Given Names	Init	Called	Last Name
Mr.	William Paul	WP	Paul	Green

These are the "rules" for Salutation:

Priority is	Dear Called Name,
if that's not there	Dear Given Names,
if neither of the above exist	Dear Title Surname,
if none of the above exist	Dear II Surname,
if only the Surname exists	Dear Mr./Ms. Surname

Rules are expressed simply - this is the rule for the last case:



Organization Type in the data is SME, Org or Charity. We're using tests for "SME" and for "not SME" to provide different offers in the last two paragraphs. You can do this for different purposes. Collection letters might use different degrees of severity based on months outstanding or from manual selection (1=Polite, 2=Terse, 3=Direct, 4=Threat of Legal Action).

The letters themselves show different paragraph lengths and even different page splits, depending on the length of the data inserts. The next-in-sequence paragraph is snuggled up behind the previous one, exactly as Word would do it, the difference is AUTOMATION. No one needs to watch or mind or wait for anything.

This shows the second last paragraph for the "not SME" case in the Form Design environment and same paragraph output in last letter of the five produced:

As organisation is not a business, we know your resouces are limited and your decision times may be longer, hence we'll extend the decision period to 31/12/2012 and reduce this offer from the "business" price of 999.00 to a special "Not for profit" rate of 888.00.

As Featherdale Old Boys Assn. is not a business, we know your resouces are limited and your decision times may be longer, hence we'll extend the decision period to 30 September 2012 and reduce this offer from the "business" price of \$125.00 to a special "Not for profit" rate of \$99.00.

If your organization uses letters for marketing or business housekeeping, automate, improve and produce at low cost - and email rather than mail if the benefits warrant.

Finally, FormTrap has the concept of "snippets" which are structures you can re-use. This example has these great examples of logic being applied to data which you'll use again and again rather than having to re-think through the rules required.

31 January, 2012
Title II Mr./Ms. LastName
Work Title
Organisation
Address1
Address2
Suburb, State Pcode

Dear Called NameGiven NamesTitle II Mr./Mrs Surname,



Much more than just a Business Document solution.