

Weekly Debrief

TechZap Weekly Summary Report

15th February 2011



Tim Speedle
TechZap

weeklydebrief.com

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Zoe Bailey

Summary of Week:

Submitted: 15th February 2011 at 5:25pm

Since there has been an increase in product sales, and therefore production, our focus for this week was on private sales contracts. Representatives from the sales team were present at the negotiations with the local council for providing hardware and resources for the organization. The negotiation led to the successful agreement of supplying our hardware resources and IT support to the local council.

Some of our staff had been re-allocated to assist in answering support enquiries. As such, our private sales projections for this week were not met (overall, a 25% decrease on what was achieved last week), due to the reduced staff numbers during server down-time.

Next Week's List:

Submitted: 15th February 2011 at 5:28pm

- . Overseeing and completing the recently negotiated providing of hardware to the local council. Includes helping with setting up and enquiries from the clients throughout this set up phase.
- . Reassessing our recent changes in website keywords, and adjusting our sales efforts to reflect these, to better target potential customers

**Profile**

Name:
Zoe Bailey

Status:
Active

Join Date:
15 Feb 2011

Summary Word Count:
107

Next Week Word Count:
50

Recent Activity

Submissions: 1
On Time: 1 (100%)
Missed: 0 (0%)
Late: 0 (0%)

Total Activity

Submissions: 1
On Time: 1 (100%)
Missed: 0 (0%)
Late: 0 (0%)
Average Summary
Word Count:
107
Average Next Week
Word Count:
50

Stephanie Esposito

Summary of Week:

Submitted: 15th February 2011 at 5:25pm

Researched several highly recommended (from forum posts) bulk video submission tools/services. Shortlisted and tested a few options, before going with Pixelpipe. Signed up for an account with Pixelpipe to improve timing on bulk video submissions. Connected with YouTube, Yahoo! Video and several other video channels.

Article writing, spinning and submission of 25 articles. Each article was related to a particular element of the business, such as one aspect of one of our products.

Google Analytics data (received from web programmer) shows a 30% increase in traffic referred from links contained in email messages (our regular end-of-month newsletter). The data reflects this with peaks around the 1,000 visits/day mark for days at the beginning and end of each month. It appears that the mailings do help drive traffic to our websites.

One minor issue to report was that the article submitter was having technical difficulties. This delayed the submitting of articles to 48 hours after I submitted them. In addition, server malfunctions from this week delayed some video submissions, as some videos were not stored locally on my machine.

Next Week's List:

Submitted: 15th February 2011 at 5:28pm

- . More regular use of Pixelpipe as a bulk video submitter, submitting at least one new video daily
- . Daily checks: Google Analytics and web alerts
- . More article writing, spinning and submitted as and when required
- . Reviewing any outstanding issues from this week, to check that they have been resolved, such as the article submission problems
- . Working with the HR Manager for the marketing of the recently publicized graduate recruitment scheme

**Profile**

Name:
Stephanie Esposito
Status:
Active
Join Date:
15 Feb 2011

Summary Word Count:
181
Next Week Word Count:
74

Recent Activity

Submissions: 1
On Time: 1 (100%)
Missed: 0 (0%)
Late: 0 (0%)

Total Activity

Submissions: 1
On Time: 1 (100%)
Missed: 0 (0%)
Late: 0 (0%)
Average Summary
Word Count:
181
Average Next Week
Word Count:
74

Mark Gibbs**Summary of Week:**

Submitted: 15th February 2011 at 5:25pm

Having had an increase in product sales over the last week, stock levels were rising. It made sense to halt production for the time being, to focus on order fulfillment. Since I had to prepare for the conference this week, I left the day-to-day management of the division to the Production/Delivery Assistant.

This week we had an increase of nearly 45% on our shipment levels, compared with last week. This is in part thanks to the sales promotions and marketing of this that led to increased sales and hence deliveries.

Next Week's List:

Submitted: 15th February 2011 at 5:28pm

- . Will be transitioning back to regular operations as more deliveries are fulfilled
- . Reallocating staff for a greater focus on the production side, however if orders keep rising, further staff (temporary) may be required, and so this will be discussed with the HR Manager

**Profile**

Name:
Mark Gibbs

Status:
Active

Join Date:
15 Feb 2011

Summary Word Count:
90

Next Week Word Count:
45

Recent Activity

Submissions: 1
On Time: 1 (100%)
Missed: 0 (0%)
Late: 0 (0%)

Total Activity

Submissions: 1
On Time: 1 (100%)
Missed: 0 (0%)
Late: 0 (0%)
Average Summary
Word Count:
90
Average Next Week
Word Count:
45

Michael Hawkes**Summary of Week:**

Submitted: 15th February 2011 at 5:25pm

The biggest issue this week was for the distribution of a patch for an issue which became more frequent. Many support tickets indicated incompatibility issues with end users' internet security applications and our website design software, when it came to installing our software. A patch was developed and released within 48 hours of the issue first arising, and was distributed across the user base as an update which could be installed from within the program. New users installing the software from their startup disc for the first time would be redirected to an installation file available online.

Additional manpower was required for handling support enquiries, and so many software programmers helped clear the mounting backlog. As such, the usual 24-hour turnaround for last-minute patches and updates was not possible, and this in turn was caused by the server malfunction, which did affect activities to some degree generally across the business.

I would strongly recommend that at least one backup server is set up as soon as possible to prevent a complete standstill or reallocation of work priorities across the company from happening again in future.

Next Week's List:

Submitted: 15th February 2011 at 5:28pm

- . Will be having a meeting with the Head of Programming and the Web Programmer about getting a new, second server set up for the company. Likely to have several suggested options to choose from by the end of the week
- . Checking over customer enquiries for any frequent issues that may warrant an update to resolve, and the development of such updates

**Profile**

Name:
Michael Hawkes

Status:
Active

Join Date:
15 Feb 2011

Summary Word Count:
187

Next Week Word Count:
63

Recent Activity

Submissions: 1
On Time: 1 (100%)
Missed: 0 (0%)
Late: 0 (0%)

Total Activity

Submissions: 1
On Time: 1 (100%)
Missed: 0 (0%)
Late: 0 (0%)
Average Summary
Word Count:
187
Average Next Week
Word Count:
63

Steven Leung

Summary of Week:

Submitted: 15th February 2011 at 5:25pm

The following payments have been authorized and transacted this week:

- . Feedback analytics subscription: \$300.00
- . Online survey management subscription: \$100.00
- . Online hosting: \$300.00
- . Software licenses for business use: \$3290.46
- . Office supplies: \$860.77

- . Total: \$4851.23

Figures for the week ending 11th Feb 2011:

- . Revenues (\$): 620,345.87
- . Expenditures (\$): 4,851.23
- . Net (\$): 615,494.64

Overall, revenues have been up 15% on the previous week, and expenditures for this week are down by 5%. This week's net takings are about 10% greater than last week's.

Biggest achievement this week was the negotiation of a new account. We are on a retainer to provide hardware and related resources to the departmental county council.

This week's server disruption did not affect the accounting department

Next Week's List:

Submitted: 15th February 2011 at 5:28pm

- . Oversee the handover of new hardware as part of the recently negotiated contract
- . Company year is March-Feb, so will start the projections for the next 12 months based on the last 12 months
- . Usual weekly summary of authorized transactions
- . Speaking with the HR Manager to manage payroll for this calendar month



Profile

Name:
Steven Leung
Status:
Active
Join Date:
15 Feb 2011

Summary Word Count:
126
Next Week Word Count:
55

Recent Activity

Submissions: 1
On Time: 1 (100%)
Missed: 0 (0%)
Late: 0 (0%)

Total Activity

Submissions: 1
On Time: 1 (100%)
Missed: 0 (0%)
Late: 0 (0%)
Average Summary Word Count:
126
Average Next Week Word Count:
55

Fiona Locke**Summary of Week:**

Submitted: 15th February 2011 at 5:25pm

Weekly stock check of all equipment and supplies. Identified items that needed re-ordering for the marketing and production departments. An order was placed with our usual stationery provider for 3 black and 3 tri-color printer cartridges, and 10 reams of A4 office paper.

Presided over meetings for the week and kept a record of the meeting minutes. These minutes documents have been distributed to appropriate staff that were present at the meeting.

An issue this week was that I could not get in touch with some employees when they were late for meetings. As such, meetings were less useful as some key people that were due to present missed the meetings.

Server disruption was an issue for everyone, and created bottlenecks in employees' task management, which could explain the low attendance/lateness at meetings.

Next Week's List:

Submitted: 15th February 2011 at 5:28pm

- . Weekly stock check as required
- . Placing additional orders for office supplies as and when required
- . Arranging rooms for meetings
- . Speaking with technical team about resolving the server issues

**Profile**

Name:
Fiona Locke

Status:
Active

Join Date:
15 Feb 2011

Summary Word Count:
136

Next Week Word Count:
32

Recent Activity

Submissions: 1
On Time: 1 (100%)
Missed: 0 (0%)
Late: 0 (0%)

Total Activity

Submissions: 1
On Time: 1 (100%)
Missed: 0 (0%)
Late: 0 (0%)
Average Summary
Word Count:
136
Average Next Week
Word Count:
32

Chris Parr

Summary of Week:

Submitted: 15th February 2011 at 5:25pm

The server went down and so all activity had to be re-directed to the back-up server. Luckily, for the most part, this did not affect production, as it was put on hold due to rising stock levels. As such, the warehouse database did not require manual logs to be produced. It is likely that business activities during the server down time were less efficient than normally possible. I made my way over to the server to restore things to normal.

Many support tickets showed problems with end users' internet security applications, whilst installing some of our software. A patch has been developed and distributed as an update to the current version of our website design software to rectify this issue. This will be re-assessed next week if the issue is still a problem for end users. In addition, tickets reflected on the server disruption, such as problems with customers checking their order status. Across the company, more manpower was committed to dealing with customer support while the server was being fixed.

Performed maintenance checks for all the new hardware prior to its distribution to the council offices (following the recent deal made to provide resources to the council). The new hardware is signed off and ready for distribution and use.

Next Week's List:

Submitted: 15th February 2011 at 5:28pm

- . Check customer support for any trending issues that may need addressing, and decide on any updates that may be required depending on the level of problems reported
- . Pass on new hardware ready for distribution and remote installation
- . Enquire about getting a backup server set up (in the event of any potential future disruption)

**Profile**

Name:
Chris Parr

Status:
Active

Join Date:
15 Feb 2011

Summary Word Count:
212

Next Week Word Count:
56

Recent Activity

Submissions: 1
On Time: 1 (100%)
Missed: 0 (0%)
Late: 0 (0%)

Total Activity

Submissions: 1
On Time: 1 (100%)
Missed: 0 (0%)
Late: 0 (0%)
Average Summary
Word Count:
212
Average Next Week
Word Count:
56

Esther Sango**Summary of Week:**

Submitted: 15th February 2011 at 5:25pm

Keyword research across all websites identified a range of new keywords to be used for better SEO. Updated site content with the new keywords and liaised with the Marketing Assistant to have articles written to boost the website's ranking for these new keywords.

Helped support team when the main server was temporarily unavailable, by getting in touch with customers directly having issues logging in to check their orders (at the time of the server disruption). Since we were getting inundated with queries, we had to request the assistance of other departments' assistants to help deal with the backlog of support enquiries that were coming during the server's down time.

Next Week's List:

Submitted: 15th February 2011 at 5:28pm

- . Will be getting in touch with the Marketing Assistant to check the status of article submissions and reporting any impact gained from the articles
- . Liaising with the Head of Programming regarding getting a second server set up as a back-up measure

**Profile**

Name:
Esther Sango

Status:
Active

Join Date:
15 Feb 2011

Summary Word Count:
110

Next Week Word Count:
43

Recent Activity

Submissions: 1
On Time: 1 (100%)
Missed: 0 (0%)
Late: 0 (0%)

Total Activity

Submissions: 1
On Time: 1 (100%)
Missed: 0 (0%)
Late: 0 (0%)
Average Summary
Word Count:
110
Average Next Week
Word Count:
43

James Taylor**Summary of Week:**

Submitted: 15th February 2011 at 5:25pm

Put the finishing touches to the graduate recruitment scheme, prior to officially launching it this week. The sales team will be promoting the scheme at local universities from next week. Two new employees started out this week, and their induction activities were liaised with the appropriate departments.

Expenses for the last week were up by 30% on last week, due to the recent business trip to the European Business Leaders' Conference. A total of 24 staff members across various levels in the organization went to this event.

After having a meeting with the vice-president, I have been given approval to recommend a training and development project for employees, that will not only offer more enriching jobs to employees, but also help in their career development. The focus for this proposal is for employees that have remained in their current role for over two years.

Next Week's List:

Submitted: 15th February 2011 at 5:28pm

- . Post-launch period for the graduate recruitment scheme, and working with the Marketing Assistant to facilitate this better.
- . Promoting the recently approved internal training and development project for employees across the company
- . Management of payroll, in collaboration with the Financial Manager, for this month
- . Depending on the situation at the warehouse (high production/delivery rates), and the thoughts of the Warehouse Manager, may need to place ads for temporary workforce needed. Will be speaking with the Warehouse Manager to ascertain the situation

**Profile**

Name:
James Taylor

Status:
Active

Join Date:
15 Feb 2011

Summary Word Count:
146

Next Week Word Count:
84

Recent Activity

Submissions: 1
On Time: 1 (100%)
Missed: 0 (0%)
Late: 0 (0%)

Total Activity

Submissions: 1
On Time: 1 (100%)
Missed: 0 (0%)
Late: 0 (0%)
Average Summary
Word Count:
146
Average Next Week
Word Count:
84

Audrey Williams**Summary of Week:**

Submitted: 15th February 2011 at 5:25pm

Over the last week, stock had to be re-located to our secondary warehouse, following the Production Manager's approval to do so. This was due to the increasing in-house stock levels.

Production for this week has been cut following the increasing stock levels of our hardware. As such, the direct management of this has been put on hold for the foreseeable future. For the time being, I have directly managing the deliveries of existing orders so that our backlog can be processed more efficiently in the first instance.

Main issue this week was dealing with customer support enquiries, sorting out issues with deliveries and so on. Since stock levels were increasing, this was why we decided to place greater focus on fulfilling the deliveries.

Since activity was shifted completely from production to delivery, this week's problems with the server did not really affect production.

Next Week's List:

Submitted: 15th February 2011 at 5:28pm

- . Aiming to return production to normal by the middle of next week, once overflowing stock levels for recent deliveries due have been fulfilled
- . Reassignment of production/delivery staff to focus on production, and less on delivery
- . Ensure that backup measures are in place by liaising with technical team in the event of future potential server disruption

**Profile**

Name:
Audrey Williams

Status:
Active

Join Date:
15 Feb 2011

Summary Word Count:
146

Next Week Word Count:
58

Recent Activity

Submissions: 1
On Time: 1 (100%)
Missed: 0 (0%)
Late: 0 (0%)

Total Activity

Submissions: 1
On Time: 1 (100%)
Missed: 0 (0%)
Late: 0 (0%)
Average Summary
Word Count:
146
Average Next Week
Word Count:
58