

From: WYALA7 --UICVM00 Date and time 04/05/93 23:10:05
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From: A.J. Lazenby UORM/132
Subject: HERCULES: TEAM ACTIVITY

As I discussed earlier on today, the project is blossoming, and so this is the time, particularly with decisions (and holidays) pending to involve everybody. I would like to do this on a specific roles basis, ie specific individuals take on particular elements of Hercules, with myself overseeing, guiding and some of the roles myself.

Tim will "do" all of the POS etc, and depending on discussions I'm having will be controlling application and enrollment forms and all associated activity. Further he'll be responsible for ensuring synergy (as far as possible) with all above-the-line activity. And finally I hope that he'll continue to perform the "senior citizen/font of all knowledge" function. (That all OK Tim??)!!!!

I want so far as possible to allow everyone else to get involved in the elements of the project that they'd prefer rather than simply imposing my machiavellian views. Hence if you have any preferences can you express them from this little lot of areas which will need attention/work:

Reward; logistics; fulfilment; contracts; technology (coordination with UOIT on all subjects from tenders and specs to installation); analysis; charging systems; purchasing (probably coordinating with Wilmslow/Carrington, and depending on the MO route adopted just for OS goods, or possibly for ALL reward goods); customer services interfaces; retailer/console operator interfaces (for launch, briefing, training and sign-up).

Areas that I will "do" entirely will be Retailer Partners contact; technology; enrollment and launch; overall strategy; and overall reward structure.

NB: As Charlie pointed out today, we'll probably have OO to do much of the thinking and legwork, so the type of activity we'll get involved in with these areas will be a majority of making their views fit Shell, reacting to their proposals and doing internal-Shell activity as necessary.

I don't expect all of the points above to be "bagged" just let me know the ones you'd really like to do...maybe we can discuss in tomorrow's promos mtg. And finally...remember that we'll probably have a totally separate tactical promo between 1/10 and 1/2/94, as well as an Achilles overlay...plenty to keep everybody out of mischief!!!

Let's discuss tomorra.

Cheers, Andrew
x3474