

Personalized Form Letter Greetings

Product:	ARPEGGIO™ R&R Report Writer®	NIC:	N.A.
Version:	All	Interface:	N.A.
Host:	N.A.	Oper Sys:	Microsoft® Windows® Microsoft Windows 95 Microsoft Windows NT®

Summary

If you have ever received a personalized form letter from us, you have seen an example of a personalized greeting. You don't necessarily know you're reading a form letter because it is camouflaged with a personalized greeting such as Dear Mr. *Smith*.

Personal Greetings

What should be a simple insertion of the title (Mr. or Ms.) followed by the last name is complicated by the fact that some users of R&R Report Writer do not provide their full names. Some people only give us their first initials, others give just their last names, while some don't give any name at all. In order to be as personal as possible, we developed a calculated field expression to handle all possible cases.

This calculated field, which we named "Dear," uses the following logic to choose an appropriate greeting. If there is a title and a last name, create a greeting such as Dear Mr. Smith. If there is no last name, but there is a first name (not just an initial), create a greeting such as Dear John. If no name is available, create a generic greeting such as Dear R&R User.

Although the expression can be contained in a single calculated field, you can follow the logic more easily if it is broken down into three separate calculated fields. The first two produce a logical result that reflects whether there is a title and last name or a full first name available. The third field uses these logical values to choose the appropriate greeting.

To create your own greeting, adapt the expressions we used to your own needs. From the Calculations menu, select Calculated Field to define the following expressions.

Last = TITLE#" AND LAST_NAME#"

First = FIRST_NAME#" AND RIGHT(WORD (FIRST_NAME, 1), 1)#".

```
Dear = IIF(LAST, TITLE-" " +LAST_NAME,  
          IIF(FIRST, WORD(FIRST_NAME, 1),  
             "R&R User"))
```

There are a few things to note about these expressions. First, we left out the word Dear because it is just as easy to type it directly on the report as a text field. You could alternately include it right in the expression for Dear as in the following example.

```
Dear = "Dear "+ IIF(LAST,TITLE-" "+LAST_NAME,  
                  IIF(FIRST, WORD(FIRST_NAME, 1),  
                     "R&R user"))
```

The expression for Last returns a logical true or false value depending on whether there is both a title and a last name. The presence of title and last name is determined by checking that the corresponding fields are not equivalent to an empty character string. The and connector insures that both pieces of data are available.

The First field works in a similar manner. The expression is designed to check that there is a first name, and that it is not just an initial. The first part of the expression checks that the first name field is not empty. The AND connector and the second part ensure that the name is not an initial. An initial is recognized when the rightmost character of the first word is a period, as in the case of J. Smith. We have to specifically check the first word because there could be a name such as "John J."

The Dear field uses the nested Immediate IF (IIF) expression to choose the appropriate greeting. The greetings are constructed by combining character strings with the plus and minus operators. The minus operator removes trailing blanks similar to the way the TRIM function does. By breaking down the problem into three separate calculated fields, the resulting greeting expression is much more readable.

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