

### Section 1:

#1 "I have heard about your recent inconvenience using our online ordering app. We understand your disappointment and will attempt to let you regain trust in our company as fast as possible. Our customer service and delivery team are deeply sorry for the wrong order and slow service."

#### Strengths:

- Your opening acknowledges the customer's disappointment, which shows empathy.
- You've taken responsibility on behalf of both the customer service and delivery teams.

**Too much internal detail that shifts focus away from the customer** → Your writing spends several sentences explaining your company's internal problems—the new process, uninformed delivery drivers, and break schedule confusion. Whilst it's good to explain what went wrong, giving this much detail about your internal systems makes the email feel more about your company's problems than about the customer's experience. The customer doesn't need to know about your spreadsheets or which drivers weren't informed. They want to know you're sorry and how you'll fix their specific problem. The phrase "attempt to let you regain trust" also sounds uncertain, when you should sound confident that you can rebuild the relationship.

**Exemplar:** *We sincerely apologise for delivering incorrect items and for the delay in responding to your concerns. You deserved much better service, and we take full responsibility for these errors.*

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#2 "Your offer for a full refund can be given. However, I am also willing to give you one small shopping trolley full for free the next time you come here. This offer would mean that anything you can fit in the trolley would be for free, except for any type of gift cards. We can also offer you a \$100 gift card of your choice."

#### Strengths:

- You've provided the full refund that the customer requested, which shows you listened to their needs.
- You've offered generous additional compensation to rebuild goodwill.

**Confusing and unrealistic compensation offers** → The "shopping trolley full for free" offer sounds unprofessional for a premium department store and is difficult to manage practically. How would staff measure what fits in a trolley? What size trolley? This creates more confusion rather than solving the problem simply. Additionally, offering multiple choices (refund, trolley, gift card) might overwhelm the customer when they just want a straightforward solution. The phrase "your offer for a full refund can be given" sounds passive and awkward—it should be more direct and confident. You're also asking the customer to come into the physical store, but their complaint was about online ordering, so they might prefer to shop online.

**Exemplar:** *We will process your full refund within 2-3 business days. Additionally, as an apology for this experience, we would like to offer you a \$150 Harrington's gift card and free express delivery on your next three online orders.*

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**#3** "On behalf of all of Harrington's staff, I ask you to forgive us and give us another chance at redemption. We will try to fix up every bug in our online delivery system. We will also give strict instructions to all of our staff to only follow protocol, and to always make sure there is always someone who can understand the timetable in the group."

**Strengths:**

- You've shown humility by asking for another chance.

**Pleading tone and vague promises** → The phrase "I ask you to forgive us and give us another chance at redemption" sounds like you're begging, which isn't appropriate for a professional business email. Premium department stores should sound confident and capable, not desperate. Saying "we will try to fix up every bug" uses casual language ("fix up") and the word "try" suggests you might not succeed. You should sound certain about your improvements. The sentence about staff following protocol and understanding timetables brings back internal details that don't matter to the customer. They don't care about your timetables—they care about receiving good service.

**Exemplar:** *We value your loyalty to Harrington's and hope to restore your confidence in our service. We have already implemented improvements to prevent similar issues in the future.*

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■ Your email shows genuine concern for the customer and offers generous compensation, which are positive aspects. However, you've included far too much information about your company's internal

problems. When you explain the new packaging process, uninformed drivers, break schedule muddles, and spreadsheet organisation, it makes the email feel like you're more focused on your own issues than on the customer's experience. Customers want to know you understand their frustration and have a clear solution—they don't need detailed explanations of your internal systems.

The tone of your email shifts between professional and too casual. Words like "muddle up," "fix up," and "bugs" sound informal for a premium department store. Additionally, phrases like "ask you to forgive us" and "give us another chance at redemption" sound pleading rather than confident. You want to sound sincerely apologetic but also capable and professional.

Your compensation offers are creative but somewhat confusing. The "shopping trolley full for free" idea is unusual and might be difficult to manage in practice. It also requires the customer to visit the physical store when their complaint was about online ordering. Consider offering compensation that matches how they prefer to shop. Keep your solutions simple and clear so the customer doesn't feel overwhelmed by choices.

The structure of your email could be improved. Your first paragraph is very long and packed with internal explanations. Break it into shorter paragraphs where each one has a clear purpose: acknowledge the problem, apologise sincerely, explain your solution, offer compensation, and express hope for the future. This makes your email easier to read and understand.

Your closing lacks some important professional elements. You've signed with just your first name "Aarav" without including your full name or job title clearly, and you haven't provided direct contact information like a phone number or email address. Premium department stores should offer personal service, so give the customer a way to reach you directly if they have more questions.

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**Score: 39/50**

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## **Section 2:**

Dear ~~valued customer~~ [Mrs [ Name of the customer here]],

I hope this email finds you well.

~~#1 I have heard about your recent inconvenience using our online ordering app. [Thank you for contacting us about your recent experience with our online ordering service.] We understand your disappointment and will attempt to let you regain trust in our company as fast as possible. [sincerely apologise for the incorrect items you received and the delay in our customer service response.] Our customer service and delivery team are [teams are] deeply sorry for the wrong order and slow service. Internally we had agreed on a new process to organise the packages, however we failed to inform all of the delivery drivers due to our vast network. Because of this the delivery drivers who were delivering your package picked up the wrong one. To help prevent situations like this we have now instructed our delivery team to instead just organise it the usual way. At the time which you called there had been a muddle up in the customer service team about who wasn't and was on break. And when you called everyone believed that they were on break, hence when you called it was left un-answered due to unavailability of the staff. To reduce this from happening again we have organised the spreadsheets of everyones breaks clearer. [We take full responsibility for these errors, and I want to assure you that we have already implemented improvements to our processes to ensure this does not happen again.] #1~~

~~#2 Your offer for a full refund can be given. However, I am also willing to give you one small shopping trolley full for free the next time you come here. This offer would mean that anything you can fit in the trolley would be for free, except for any type of gift cards. We can also offer you a \$100 gift card of your choice. If none of these options suit your needs we can still give you the full refund requested. [As you requested, we will process a full refund to your original payment method within 2-3 business days. Additionally, as a sincere apology for this experience, I would like to offer you a \$150 Harrington's gift card and complimentary express delivery on your next three online orders. You will also receive priority customer service support, with a dedicated representative assigned to your account.] #2 Here at Harrington's we prioritise [prioritise] the trust and happiness of our clients above all. If you do not feel like this is the case we will try to fix it in however way you suggest. [, please do not hesitate to contact me directly, and I will personally ensure your concerns are addressed.] We treat every customer here like our [part of the Harrington's] family and try to give [strive to provide] them the very best of the best. [with exceptional service and quality.]~~

~~#3 On behalf of all of Harrington's staff, I ask you to forgive us and give us another chance at redemption. We will try to fix up every bug in our online delivery system. We will also give strict instructions to all of our staff to only follow protocol, and to always make sure there is always someone who can understand the timetable in the group. [Your loyalty to Harrington's is greatly valued, and we hope to restore your confidence in our service. We have enhanced our quality control measures and customer service protocols to prevent similar issues in the future.] All of Harrington's staff are really~~

[truly] sorry for the ~~wrong order which was delivered to your door, and also for how slow the customer service replied to your complaint.~~ [inconvenience this has caused you.]

~~Sincerely, Aarav~~ [If you have any questions or concerns, please contact me directly at aarav.sharma@harringtons.com.au or on 1800 HARRINGTON. I am personally committed to ensuring your experience with Harrington's reflects the premium service you deserve.

Warm regards,

**Aarav Sharma**

Customer Relations Manager

Harrington's Department Store] #3