

Section 1:

#1 "We hope this email finds you well. We are writing this to say that we are very sorry to hear about your recent experience with us. We apologise for the mixup of your order."

Strengths:

- Your opening acknowledges the customer's negative experience directly, which shows you're taking responsibility.
- You've included a polite greeting that sets a professional tone.

Vague acknowledgment of the problem → Your apology doesn't specifically mention what went wrong—the incorrect items received. When customers have specific complaints, they want to know you understand exactly what happened. Simply calling it a "mixup" feels unclear and doesn't show you've read their concerns carefully. The customer mentioned receiving wrong items and waiting too long for responses, but your writing only uses the general word "mixup" without explaining which items were wrong or what caused the delay.

Exemplar: *We sincerely apologise that you received incorrect items in your order #12345, and we understand how frustrating this must have been for you.*

#2 "Our customer service team is often busy but we apologise for not getting back to you. We hope this offer of 15% with free shipping for your next purchase makes up for our mistake."

Strengths:

- You've attempted to offer compensation to the customer, which shows you want to fix the problem.

Weak solution that ignores the main request → The customer asked for a full refund, but your writing only offers a discount on a future purchase. This doesn't solve their immediate problem or answer their actual request. Saying "our customer service team is often busy" sounds like you're making excuses rather than taking full responsibility. The customer wants action on their current order, not just a discount for next time.

Exemplar: *We will process a full refund for your order within 2-3 business days, and we would also like to offer you 20% off your next purchase as a gesture of goodwill.*

#3 "Your current order will be received shortly and again, are sorry for your experience with us. If you wish to review your current order, click on the file below."

Strengths:

- You've tried to provide information about the order status.

Confusing and contradictory information → Your writing mentions that "your current order will be received shortly," but earlier you said the order was mixed up with wrong items. This is confusing because if they already received incorrect items, why would they receive something again? Additionally, you tell them to "click on the file below" but there's no file attached or link provided. The phrase "are sorry" is also missing the word "we," making it grammatically incorrect.

Exemplar: *We have cancelled the incorrect order and will send you the correct items within 3-5 business days with express shipping at no additional cost.*

■ Your email attempts to address the customer's concerns, but it needs more specific details and a clearer action plan. The customer complained about two main issues: receiving wrong items and poor customer service response times. Your writing acknowledges these problems generally, but doesn't explain what specifically went wrong or give concrete steps to fix them.

The compensation you've offered—15% off the next purchase—doesn't match what the customer requested, which was a full refund. When customers ask for specific solutions, you need to either provide what they asked for or explain why you're offering something different. Your current approach might make Mr Kirby feel like you didn't really read his complaint carefully.

Additionally, your email lacks warmth and personalisation. Premium department stores like Harrington's should make valued customers feel special and appreciated. You could mention how long Mr Kirby has been shopping with you or thank him for his loyalty. The ending of your email feels rushed and doesn't invite further conversation if he has more concerns. Consider adding a direct phone number or email where he can reach you personally.

Your structure also needs improvement. The information jumps around—you mention the order will arrive shortly, but you don't clearly explain whether you're sending replacement items or if the original order is coming. This confusion could frustrate Mr Kirby even more. Make sure each paragraph has one clear purpose: acknowledge the problem, explain what happened, describe your solution, and invite continued relationship.

Score: 35/50

Section 2:

Apology letter to "~~Valued Customer~~" [**Response to Customer Complaint**]

Dear Mr Kirby,

~~We hope this email finds you well. We are writing this to say that we are very sorry~~ [Thank you for taking the time to contact us regarding your recent order experience. I am deeply sorry] to hear about your recent experience with ~~us~~ [Harrington's]. ~~#1 We apologise for the mixup of your order.~~ [I sincerely apologise that you received incorrect items in your order, and I understand how disappointing and frustrating this must have been for you, especially as a valued customer who has shown such loyalty to our store.] ~~#1 Our customer service team is often busy but we apologise~~ [I take full responsibility for the delay in our customer service response. There is no excuse] for not getting back to you : [promptly, and I deeply regret that we failed to meet the high standards you rightfully expect from Harrington's.]

~~#2 We hope this offer of 15% with free shipping for your next purchase makes up for our mistake. Your current order will be received shortly and again, are sorry for your experience with us.~~ [I would like to offer you the following resolution: First, we will process a complete refund for your order within 2-3 business days to your original payment method. Second, I have arranged for the correct items to be sent to you via express delivery at no charge, and they will arrive within 48 hours. Third, as a sincere gesture of goodwill and our appreciation for your patience, I would like to offer you a 25% discount on your next purchase, along with complimentary gift wrapping and free delivery for the next six months.] ~~#2~~

~~#3 If you wish to review your current order, click on the file below.~~ [I have also assigned a dedicated customer service representative, Sarah Mitchell, who will personally oversee your account going forward. You can reach Sarah directly at sarah.mitchell@harringtons.com.au or on 1800

HARRINGTON if you have any further concerns or questions. She will follow up with you within 24 hours to ensure everything has been resolved to your complete satisfaction.]

~~Harrington's~~ [At Harrington's, we pride ourselves on providing exceptional service and quality products to our customers. I am truly sorry that we fell short of this commitment on this occasion. Your loyalty means everything to us, and I hope we can rebuild your confidence in our store.

Once again, please accept my sincerest apologies for this experience.

Warm regards,

[Your Full Name]

Customer Relations Manager

Harrington's Department Store] #3