

### Section 1:

#1 "I hope this email finds you well. We saw your email saying that you have received the wrong items and is reconsidering your loyalty. You have expressed your concerns well and we are willing to do something to fix this."

#### Strengths:

- Your opening shows you've read the customer's email and understood their main concerns.
- You've acknowledged that Mrs Suzy expressed herself clearly, which validates her feelings.

**Subject-verb agreement error and vague solution** → The phrase "you have received the wrong items and is reconsidering" mixes singular and plural verb forms incorrectly. It should match throughout the sentence. Additionally, saying "we are willing to do something to fix this" sounds uncertain and unprofessional. Customers want to hear definite action, not just willingness. The phrase "do something" is too general and doesn't inspire confidence that you have a proper plan.

**Exemplar:** *We have reviewed your email regarding the incorrect items you received, and you are understandably reconsidering your loyalty to Harrington's. I want to assure you that we have a clear plan to resolve this matter immediately.*

---

#2 "I understand why you are reconsidering your loyalty with the company. It is a shame that you ended up getting the wrong items. We are willing to give your actual items back and you can have a 50% refund along with a 25% discount for your next online purchase. We are extremely sorry for this error. Our staff is very busy and make mistakes but we never had this much of a bad mistake."

#### Strengths:

- You've offered multiple forms of compensation, showing you want to make things right.

**Making excuses instead of taking responsibility** → Your writing says "Our staff is very busy and make mistakes" which sounds like you're blaming your employees and making excuses rather than simply apologising. Customers don't want to hear reasons why things went wrong—they want solutions and reassurance it won't happen again. The phrase "we never had this much of a bad mistake" is confusing and poorly worded. Also, saying "give your actual items back" doesn't make sense because

the customer never had the correct items to give back. The grammar error "staff...make" should be "staff...makes" because staff is a collective noun.

**Exemplar:** *We take full responsibility for this error. I am personally ensuring that the correct items are dispatched to you today via express delivery, and we will process a full refund to your account within 48 hours.*

---

**#3** "If you want to stop being a loyal customer I suggest you don't stop. Soon we will be having a special day when every customer will have a 15% of discount and including your 25% discount you will have a 35% off for you entire purchase. Also loyal customers will get an extra 5% on that special day so you will get a 40% discount."

#### **Strengths:**

- You've tried to give the customer reasons to continue shopping at Harrington's.

**Inappropriate tone and confusing discount calculations** → The phrase "If you want to stop being a loyal customer I suggest you don't stop" sounds pushy and awkward. You shouldn't tell customers what to do—instead, you should make them want to stay by showing how much you value them. The discount explanation is very confusing with all the percentages piled together (15%, 25%, 5%, 35%, 40%). It's hard to follow and makes the email feel more about sales than about genuinely caring for the customer. The phrase "15% of discount" should be "15% discount" (without "of"), and "you entire purchase" is missing the letter "r" in "your."

**Exemplar:** *We truly value your loyalty to Harrington's, and we hope this experience won't overshadow the many positive interactions we've had. As one of our valued customers, you'll always receive exclusive benefits and personalised service.*

---

■ Your email shows effort to fix the problem, but it has several issues that make it less effective. The biggest problem is the tone—parts of your writing sound like you're making excuses or trying too hard to convince Mrs Suzy to stay, rather than genuinely caring about her experience. When you say things like "our staff is very busy," it feels like you're defending your company instead of focusing on the customer's feelings.

The compensation plan is confusing because you offer both a refund and the correct items, plus multiple discounts. Whilst being generous is good, you need to explain this clearly so Mrs Suzy understands exactly what she's getting. The customer requested a full refund, but you've only offered 50%, which might frustrate her more. You need to either give what she asked for or explain thoughtfully why you're offering something different.

Your email spends too much time talking about future discounts and special sale days. This makes it seem like you're more interested in getting her to buy more things than in solving her current problem. Focus first on fixing what went wrong, apologising sincerely, and rebuilding trust. Only after that should you mention future benefits.

The structure needs improvement too. Your paragraphs jump between different ideas—apologising, explaining mistakes, offering solutions, and promoting sales—all mixed together. Each paragraph should have one clear purpose. Additionally, some of your sentences are quite long and hard to follow, especially when explaining the discount percentages. Break complex information into shorter, clearer sentences so Mrs Suzy can easily understand what you're offering.

Your closing is very brief and doesn't include your name or direct contact information. Premium department stores should offer personal service, so include your full name and a way for Mrs Suzy to contact you directly if she has more questions. This shows you're personally invested in solving her problem, not just sending a standard response.

---

**Score: 38/50**

---

## **Section 2:**

Dear Mrs Suzy,

~~I hope this email finds you well. We saw your email saying that you have received the wrong items and is reconsidering your loyalty. [Thank you for taking the time to write to us about your recent order experience. I was very concerned to learn that you received incorrect items and have been reconsidering your loyalty to Harrington's.] #1 You have expressed your concerns well and we are willing to do something to fix this. [Your concerns are completely valid, and I want to assure you that I am personally committed to resolving this matter immediately.] #1~~

~~#2 I understand why you are reconsidering your loyalty with the company. It is a shame that you ended up getting the wrong items. We are willing to give your actual items back and you can have a 50% refund along with a 25% discount for your next online purchase. [I sincerely apologise for the error with your order. As a valued customer, you deserve far better service than this. I would like to offer you the following resolution: we will process a complete refund to your original payment method within 2-3 business days, and we will send you the correct items via express delivery at no charge. These items will reach you within 48 hours. Additionally, I would like to offer you a 25% discount on your next purchase as a gesture of goodwill and our appreciation for your patience during this frustrating experience.] We are extremely sorry for this error. Our staff is very busy and make mistakes but we never had this much of a bad mistake. [I take full responsibility for this mistake, and I am implementing additional quality checks in our dispatch process to ensure this does not happen again.]~~

~~#2~~

~~#3 If you want to stop being a loyal customer I suggest you don't stop. Soon we will be having a special day when every customer will have a 15% of discount and including your 25% discount you will have a 35% off for you entire purchase. Also loyal customers will get an extra 5% on that special day so you will get a 40% discount. There will also be more special discounts coming soon. [Your loyalty to Harrington's over the years has been truly appreciated, and whilst I understand that this experience has been disappointing, I hope we can rebuild your confidence in our store. As one of our most valued customers, you will continue to receive exclusive benefits, early access to sales, and personalised service. I have also assigned a dedicated customer service representative who will contact you within 24 hours to ensure everything has been resolved to your complete satisfaction.~~

At Harrington's, we pride ourselves on delivering exceptional quality and service. I am deeply sorry that we failed to meet these standards on this occasion. Please feel free to contact me directly at [customerrelations@harringtons.com.au](mailto:customerrelations@harringtons.com.au) or on 1800 HARRINGTON if you have any further concerns.] #3

Sincerely, [Warm regards,

**[Your Full Name]**

Customer Relations Manager

~~[No contact details provided]~~ **[Harrington's Department Store**

[customerrelations@harringtons.com.au\]](mailto:customerrelations@harringtons.com.au)