

## Section 1

### #1: Opening paragraph ("Dear Disappointed Customer... please tell us.")

#### Strengths:

- Your writing shows empathy by acknowledging the customer's disappointment right away
- You offer clear solutions (refund or asking questions) which is helpful

**Unclear tone and purpose** → Your opening combines an apology with casual language like "go for it," which doesn't match the seriousness of the situation. When a customer receives the wrong item, they need to feel confident that you understand the problem. The phrase "If you want a full refund, please ask us and go for it" sounds too relaxed for a business letter addressing a mistake. A more professional approach would clearly explain what happened and outline specific steps for resolution.

**Exemplar:** *"We sincerely apologise for sending you the incorrect item. We understand how frustrating this must be. To resolve this matter, we can process a full refund within 2-3 business days, or send you the correct item at no additional cost."*

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### #2: Second and third paragraphs (craft suggestions and loyalty discussion)

#### Strengths:

- You're trying to maintain a relationship with the customer, which shows you value their business
- You acknowledge that mistakes happen, which is honest

**Inappropriate suggestions** → You suggest the customer use the wrong item for craft or "leave it to the side," which doesn't solve their problem and may make them feel their complaint isn't being taken

seriously. When someone orders a specific product, they need that product, not alternatives. The lengthy discussion about loyalty and promises feels repetitive with phrases like "we care for all our customers" and "Our company loves all our customers" appearing close together. This makes your message less focused on fixing the actual problem.

**Exemplar:** *"We take full responsibility for this error. Your correct order will be dispatched today with express shipping at no charge to you. We value your custom and want to make this right."*

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### #3: Final two paragraphs (delays and customer responsibility)

#### Strengths:

- You're being transparent about possible delays
- You remind customers to check their orders carefully

**Shifting blame** → After apologising for your company's mistake, you then suggest the customer might have ordered wrong items or provided the wrong address. Phrases like "When you order, you might've also ordered the wrong items" and "maybe someone might've given the wrong address" place responsibility on the customer when they've already told you they received the wrong item. This contradicts your earlier apology and makes it seem like you're trying to avoid responsibility. Additionally, mentioning delays of "a few hours to 5 days" when addressing an existing delivery problem isn't reassuring.

**Exemplar:** *"We have reviewed your order and confirmed that an error occurred on our end during packing. We've implemented additional quality checks to prevent this from happening again. Your replacement order has been prioritised."*

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■ Your piece shows good intentions in wanting to help the customer and keep their trust, but the message becomes confused by including too many different ideas. The main weakness is that you shift between apologising, making excuses, and suggesting the customer might be at fault. When responding to a complaint about receiving the wrong item, you need to focus on three things: acknowledge the

specific problem, explain how you'll fix it, and briefly mention what you'll do to prevent it happening again.

The craft suggestion and advice to "leave it to the side" takes attention away from solving the actual problem. Customers who order specific items need those items, not creative alternatives. Additionally, your letter becomes repetitive when discussing company values—you could express care for customers once, clearly, rather than repeating similar phrases throughout.

Your writing would improve significantly by organising your response more logically. Start with a clear acknowledgement of what went wrong, then immediately provide the solution with specific timeframes. For example, instead of multiple paragraphs about loyalty and delays, you could write one focused paragraph about what you'll do to fix the problem right now. Also, remove the sections that suggest the customer made the mistake, as this weakens your apology and may upset them further.

The tone needs adjustment too. Business letters should sound professional and confident, not casual. Phrases like "go for it" and "don't you worry!" are too informal when addressing a serious delivery error. Think about how you'd want a company to speak to you if they made a mistake with your order—you'd want them to sound responsible and efficient, not chatty and uncertain.

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**Overall Score: 39/50**

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## Section 2

#1 Dear ~~Disappointed~~ [Valued] Customer,

We are ~~very sorry~~ [sincerely apologise] that you ~~didn't appreciate~~ [did not receive the correct items in] our service. We ~~heard~~ [understand] that you ordered something ~~else that is not what~~ [different from what] you got. If you want a full refund, please ~~ask us and go for it~~ [contact us to arrange this]. If you want to ask something else, please tell us.

#2 But instead of having a refund, you can always try to use your items as well. For example, you can do craft, or just leave it to the side until you really really need it. ~~Although~~ [However,] if you never think it will come to hand, then you can have a full refund.

We are always willing to help the people that come to our company. We would love for you to keep your trust in our company, because we care for all our customers. Our company loves all our customers, so if you're ~~considering~~ [questioning] your loyalty ~~for~~ [to] this company, please continue because we will promise to never do that again. We will make sure you like our service and deliveries, too. We will try to make everything perfect for you.

**#3** Although we said that everything will be perfect, we can't help with the delays. We also appreciate everyone that uses our service, so ~~then~~ you might still experience a few delays. But don't you worry! The delays are only a few hours to 5 days. If you really need the product, then tell us and we will try to make the shipping faster.

When you order, you might've also ordered the wrong items, so always double check your order before you submit it. It can always happen, everyone makes mistakes. You can always click on the item that is one away from the product you wanted, and then accidentally ~~ordering~~ [order] it. So always make sure you double check your order, making sure that it is what you want.

Also, it may not be us [—] maybe someone might've given the wrong address and maybe you will get your order later. It is definitely possible for that to happen. Like I said, everyone makes mistakes so nothing can be absolutely perfect. The person that might've done this either did this on purpose or accidentally. Next time, be sure that you check on the package that the items that you want are on the package and that it is the correct name or address, if not, then [ . If not, then] you can always return the package back to us.

Yours sincerely, Harrington's