

Section 1

#1: Opening Paragraph (First two sentences)

Strengths:

- You clearly identify yourself as the manager, which shows you're taking personal responsibility for the problem
- You acknowledge Ms. Johnson's feedback right away, which is polite and professional

Inconsistent Tone and Unclear Reference → The phrase "our recent experience" is confusing because it should be "your recent experience" – you're talking about what happened to the customer, not to yourself. Also, the sentence "I will make sure that never happens to you again, and is being handled by care" doesn't make sense. The grammar is broken and "being handled by care" is unclear.

Exemplar: *I'm truly sorry to hear about your recent experience at Harrington's. I will make sure this situation is being handled carefully and won't happen again.*

#2: Middle Section (Paragraph about the refund and keeping the item)

Strengths:

- You offer a full refund including shipping, which is generous and fair
- Allowing the customer to keep or donate the wrong item is a thoughtful solution

Vague Timeline Information → When you write "You will receive a confirmation letter within 24 hours," it's not clear what kind of confirmation letter this is or what it will say. Also, the phrase "your money should be back in your back account" contains a spelling error ("back account" instead of "bank account"), which makes the writing look careless.

Exemplar: *You will receive a confirmation email within 24 hours explaining the refund process. Your money should be returned to your bank account within 3-5 business days.*

#3: Paragraph About Improvements (Starting with "We are also improving...")

Strengths:

- You explain what specific changes you're making, which shows you're taking action
- Adding a verification step is a clear, practical solution

Confusing Staff Reference → The sentence "Furthermore, we have increased the work hours of your staff" is very confusing. You wrote "your staff" when you meant "our staff." This makes it sound like Ms. Johnson owns the staff, which doesn't make sense. This error changes the whole meaning of what you're trying to say.

Exemplar: *Furthermore, we have increased the work hours of our staff so the shipping and receiving process will be faster.*

■ Your writing shows good intentions and includes important elements like an apology, explanation, compensation, and action steps. However, the piece needs more careful proofreading because there are several grammar mistakes and confusing phrases that make your message unclear. The biggest area to improve is making sure your pronouns (you, your, our) are correct throughout – mixing these up confuses who you're talking about.

Additionally, your second paragraph needs work because the explanation of what went wrong is quite vague. Instead of just saying "an error was found," you could briefly explain what type of error occurred without too much detail. Also, some of your sentences are too long and try to say too many things at once, which makes them hard to follow. Try breaking longer sentences into shorter, clearer ones.

Your closing paragraph could be stronger by being more specific about when and how the customer can use the gift card. The sentence structure in several places needs fixing – for example, when you write "Next time when something bad happens please don't hesitate in contacting me," the grammar and word choice could be much smoother. Overall, your letter has the right structure and covers the necessary points, but improving clarity and fixing grammar errors would make your message much more professional and easier to understand.

Overall Score: 40/50

Section 2:

Subject: Our Heartfelt Apologies For Your Recent Inconvenience At ~~Harrington's~~ **[Harrington's]**

Dear Ms. Sarah Johnson,

#1 Thank you for your feedback to ~~the Harrington's~~ **[Harrington's]**. I'm truly sorry to hear about ~~our~~ **[your]** recent experience at Harrington's. As the manager of Harrington's, [,] I take these matters very seriously. ~~I will make sure that never happens to you again, and is being handled by care.~~ **[I will ensure this situation is being handled carefully and that it never happens to you again.]**

~~Please accept our apologies as we do not tolerate this because we only serve premium items and first-class service.~~ **[Please accept our apologies, as we do not tolerate such errors. We pride ourselves on serving premium items with first-class service.]** **#2** After further reviewing your order, an error was found which caused our workers to ship the wrong item to you. ~~This isn't the normal standard of service we aim for, and we are preparing to prevent this from happening again.~~ **[This does not meet the standard of service we aim for, and we are taking steps to prevent this from happening again.]**

To make this right, we will give a full refund for your order, including the shipping fees that you paid ~~for~~. Additionally, you ~~don't~~ **[don't]** have to return your incorrect item, [;] please feel free to keep it or donate it to someone. ~~You will receive a confirmation letter within 24 hours.~~ **[You will receive a confirmation email within 24 hours outlining the refund details.]** Your money should be back in your ~~back~~ **[bank]** account ~~in~~ **[within]** 3-~~[-]~~5 business days.

#3 We are also improving our quality control by adding an extra verification step before shipping to ~~make sure~~ **[ensure]** that ~~it is~~ the right item is being shipped. Furthermore, we have increased the work hours of ~~your~~ **[our]** staff so the shipping and receiving ~~progress~~ **[process]** will be faster.

We truly appreciate your loyalty to Harrington's, and the trust that you ~~gave~~ **[have given]** us. As a ~~little~~ **[small]** gesture ~~for your faith in us~~ **[of our appreciation]**, we ~~offer you~~ **[would like to offer you]** a \$50 gift card ~~on~~ **[for]** your next purchase ~~and [,] there are no~~ **[with no]** minimum spend ~~limits~~ **[limit]**. I hope this ~~can help regain~~ **[will help us regain]** some of your trust ~~back~~.

Once again, I'm very sorry for your experience at Harrington's. ~~Next time when something bad happens please don't hesitate in contacting~~ **[If you experience any issues in the future, please don't hesitate to contact]** me directly at f.ma@harringtons.com.au or (02) 9123 4567. Since this is not the service we want and we want to improve by getting feedback from customers like you. **[This is not the level of service we strive for, and we value feedback from customers like you as it helps us improve.]** We appreciate your understanding and ~~taking your time out of your day to contact us~~ **[for taking the time to contact us]**. We hope to see you soon.

Warm regards,

Felix Ma

Customer Relations Manager

Harrington's Department Store

Phone: (02) 9123 4567

Email: f.ma@harringtons.com.au