

Section 1:

#1: Opening paragraph ("Dear Mrs Clues... gain your trust again.")

Strengths:

- You clearly identify the purpose of your letter right at the start, which helps Mrs Clues understand immediately why you're writing to her.
- You show that you understand the importance of accuracy in customer orders, which demonstrates care for your customers' needs.

Weakness: Inappropriate tone and word choice → The phrase "fatal mistake" is far too serious for this situation. Fatal means deadly or causing death, which doesn't match a simple packaging error. This makes your apology sound less genuine because you're using words that don't fit the problem. The sentence "However, that does not reflect our true performance" also sounds defensive, as if you're making excuses rather than focusing on making things right for Mrs Clues.

Exemplar: *I am writing to sincerely apologise for the error in your recent order. You trusted us to pack and deliver your items correctly, and we did not meet your expectations. This mistake should not have happened, and we take full responsibility.*

#2: Second paragraph ("We understand how frustrating... has caused.")

Strengths:

- You demonstrate empathy by acknowledging Mrs Clues's feelings and the specific frustrations she experienced.
- The paragraph flows logically from understanding her disappointment to taking responsibility.

Weakness: Repetitive language structure → Your sentences follow the same pattern too often: "We understand... We take..." This makes the paragraph feel mechanical rather than personal and warm. Additionally, phrases like "highly irritating" and "problems it has caused" are a bit vague. You could be more specific about what inconvenience Mrs Clues experienced to show you truly understand her situation.

Exemplar: *We can imagine how frustrating it must have been to wait for your package, only to find that the items inside were not what you had ordered. Not only were the products incorrect, but the ones you actually needed were missing entirely. We sincerely apologise for this error and for any disruption this has caused to your plans.*

#3: Third and fourth paragraphs ("We have already arranged... shopping experience.")

Strengths:

- You provide clear, practical solutions with specific details like the tracking number and delivery timeframe.
- You offer generous compensation (VIP membership, account credit) which shows you value Mrs Clues as a customer.

Weakness: Unclear instructions and awkward phrasing → The phrase "you are welcome to do whatever you want to the error items" is confusing and unprofessional. The word "to" makes it sound like Mrs Clues might damage the items, when you probably mean she can keep them or dispose of them. The sentence "we hope this helps minimise the problems we have created" also sounds uncertain. You should confidently explain how your solutions will help, not just hope they might. In the fourth paragraph, listing all the VIP benefits in one long sentence makes it harder to read and appreciate each benefit.

Exemplar: *You are welcome to keep the incorrect items or dispose of them as you wish—there is no need to return them. We have upgraded your membership to VIP status for the next three months. This includes early access to new products, special discounts, and free shipping on all purchases. Additionally, we have added fifty dollars credit to your account, which you can use towards any future order.*

■ Your letter successfully addresses the main purpose—apologising for the order error and explaining how you'll fix it. The structure is logical, moving from apology to explanation to solutions. However, your writing could be strengthened by paying closer attention to word choice and tone. Some phrases feel either too dramatic ("fatal mistake") or too casual ("do whatever you want to the error items"), which makes the letter inconsistent in its professionalism.

Additionally, your sentence structures become repetitive, especially in the second paragraph where multiple sentences begin with "We." Try varying how you start your sentences to make the writing flow more naturally. You could also improve clarity by breaking up longer sentences and being more specific in your explanations. For instance, instead of saying "problems we have created," explain what specific inconvenience Mrs Clues faced, such as not having the items she needed when she expected them.

The final paragraph feels rushed and unclear. The phrase "provide feedback to our behaviour" is confusing—do you mean feedback about the customer service, the error, or something else? Be precise about what you're asking Mrs Clues to do. Also, consider ending with a stronger closing statement that reinforces your commitment to better service, rather than just asking for feedback. Your compensation offers are generous, but presenting them more clearly with separate sentences or bullet points would help Mrs Clues understand exactly what benefits she's receiving. Overall, focus on making your tone consistently professional yet warm, and ensure every sentence communicates clearly what you mean.

Overall Score: 42/50

Section 2:

Dear Mrs Clues,

#1 I am writing to ~~express my apologies~~ *[sincerely apologise]* for the mistake in your recent order. You placed your trust in us to pack and deliver your items with accuracy, but we failed to meet your standards *[expectations]*. This is a ~~fatal mistake~~ *[significant error]* that we should not have made. ~~However, that does not reflect our true performance.~~ We understand how important it is for our customers to receive what they ordered, and we ~~hope to prove that to you and gain~~ *[are committed to regaining]* your trust ~~again~~.

#2 We understand how frustrating it must have been to wait for your package, only to discover that the contents were not what you had requested. Receiving items that are neither useful nor wanted is disappointing enough, but to find that the products you actually ordered were missing is highly irritating *[frustrating]*. We take full responsibility for this error and the problems *[inconvenience]* it has caused.

#3 We have already arranged for your original order to be sent to you. A tracking number will be provided shortly so you can monitor its progress, and we expect the package to arrive at your home by

tomorrow. You will not be charged for this replacement, and you are welcome to ~~do whatever you want~~ **to [keep or dispose of]** the error items. There is no need to return them, and we hope this helps ~~minimize~~ **[minimise]** the ~~problems~~ **[inconvenience]** we have created.

In addition to correcting the order, your membership has been upgraded to VIP status for the next three months. This means you will be able to access new product releases, special discounts, and free shipping on all your purchases during this period. Furthermore, we have added fifty dollars to your account. You may use this credit towards any future purchase. We hope these benefits will improve your shopping experience.

We are really sorry for this inconvenience~~and to prevent it from happening again we ask you to provide~~ **feedback to our behavior in the link below. [. To help us prevent similar errors in future, we would appreciate your feedback about your experience through the link below. Your comments will help us improve our service.]**

Yours sincerely, Miss Lu