

Section 1

#1: Opening paragraph (from "Dear Customer" through "both your expectations")

Strengths:

- Your opening shows good manners by thanking the customer and saying sorry straight away, which helps calm an upset customer
- You clearly admit that the company made mistakes, which shows you are being honest and taking responsibility

Unclear Purpose: → Your phrase "we prioritise on providing exceptional service" contains a grammar mistake that makes the sentence confusing. The word "prioritise" doesn't need "on" after it. Additionally, the phrase "fallen short of both your expectations" is vague because you haven't told the reader what actually went wrong with their order. The customer already knows something bad happened, but your writing doesn't name the specific problem (like damaged goods, late delivery, or wrong items). This makes your apology feel general rather than personal to their situation.

Exemplar: *"We prioritise providing exceptional service and high-quality products, and it is clear that your order arrived damaged and later than promised."*

#2: Second paragraph (from "To address this" through "expect and deserve")

Strengths:

- Your solution is clear and generous, offering both a replacement and a voucher, which shows the company wants to fix the problem
- The phrase "encourages you to give us another opportunity" is polite and hopeful without being pushy

Repetitive Structure: → Both sentences in this paragraph start with "we would like to," which makes your writing sound boring and list-like. When you use the same sentence pattern twice in a row, readers can feel like they're reading a checklist instead of a proper letter. Your writing would flow better if you

varied how your sentences begin. This repetition also makes the paragraph feel mechanical rather than genuinely caring about the customer's experience.

Exemplar: *"To address this, we will send you a full replacement for your order at no cost. As an apology, please accept this voucher for your next purchase."*

#3: Third paragraph (from "These learnings" through "better experience in the future")

Strengths:

- You show that the company is trying to learn from mistakes and improve, which can help rebuild trust
- The specific mention of "packing, delivery, or product quality" shows you're thinking about different areas where problems might happen

Awkward Phrasing: → The phrase "These learnings also make us improve" sounds unnatural and confusing because "learnings" isn't commonly used as a noun in this way, and the sentence structure is backwards. Additionally, "incremental deficits in our communication" (found later in the letter) is far too complicated and formal for a customer service letter. These words make it sound like you're writing a school essay rather than talking to a real person who had a bad experience. The phrase "provide you a better experience" is also missing the word "with" (should be "provide you with"), which is a grammar error that makes the sentence feel incomplete.

Exemplar: *"We are learning from this experience to improve our service. Our team is now reviewing our packing, delivery, and quality checks to ensure every order receives proper care."*

■ Your letter does many things well—you apologise sincerely, offer practical solutions, and acknowledge that mistakes were made. However, your writing would be much stronger if you focused on being clearer and more natural in how you explain things. The biggest area for improvement is making your language simpler and more direct. Phrases like "incremental deficits in our communication" and "these learnings also make us improve" sound like you're trying too hard to sound professional, but they actually make your message harder to understand. Your customer is upset

and wants to know you understand what went wrong and how you'll fix it—fancy words get in the way of that connection.

Additionally, your second paragraph could be improved by varying how your sentences start. Right now, both sentences begin with "we would like to," which makes the writing feel repetitive and robotic. Try using different sentence structures to make your writing flow more smoothly and sound more genuine. Also, consider being more specific about what actually went wrong in the opening. Instead of just saying you "fallen short," tell the customer exactly what problem they experienced—this shows you truly listened to their complaint.

Your third paragraph tries to explain how the company will improve, which is good, but it gets tangled in awkward phrases. The sentence "These learnings also make us improve" doesn't work grammatically, and it's unclear what you mean. Try rewriting this section to explain simply and directly what changes you're making. For example, you could say "Your feedback helps us improve our service" instead of "These learnings also make us improve." Throughout the letter, check that every sentence sounds like something you would actually say to a person, not like something copied from a business textbook.

Score: 40/50

Section 2:

#1 Dear Customer,

Thank you for taking the time to share your experience with us. On behalf of the company, I offer my sincere apologies for the frustration and inconvenience you have encountered with your order from Harrington's. We ~~prioritise on providing~~ [prioritise providing] exceptional service and high-quality products to our customers, and it is clear that on this occasion, we have fallen short of ~~both your~~ [your] expectations.

#2 To address this, we would like to offer you a full replacement for your order. ~~Additionally, we would like to provide you with~~ [We will also include] a voucher for your next purchase. We hope this demonstrates our commitment to your satisfaction and encourages you to give us another opportunity to deliver the experience you expect and deserve.

~~#3 These learnings also make us improve. It ensures we address~~ [We are learning from this experience and will address] any issues within our process, whether ~~it involves~~ [they involve] packing, delivery, or product quality. We are reviewing our internal procedures to ensure that every order is handled with greater care. While we can't change the past, we are determined to provide ~~you a~~ [you with a] better experience in the future.

Once again, we sincerely apologise for the inconvenience you have experienced. Your satisfaction is very important to us, and we greatly appreciate your patience and understanding as we work to resolve ~~these incremental deficits in our communication~~ [these issues]. We hope that the replacement order and voucher show our dedication to making this right and to earning your continued trust. Please do not hesitate to reach out to us if you have any further questions or concerns.

Thank you for ~~addressing these issues to work on~~ [bringing these concerns to our attention] and for being a valued customer. We look forward to serving you better in the future.

Yours sincerely,

Kian ~~huang~~ [Huang]

Harrington's Customer Relations Manager