

Section 1

#1 (Opening paragraph)

Strengths:

- Your letter begins with a clear apology and shows understanding of the customer's feelings by saying "I completely understand how frustrating it must have been"
- The opening successfully takes responsibility by acknowledging "a mistake that should not have happened"

Vague language weakness → Throughout this paragraph, you use general phrases like "something goes wrong" and "fix it" without being specific about what actually happened. This makes your apology feel less sincere because Mr Jacob might wonder if you truly understand his particular problem. Instead of saying "when something goes wrong, I make it my priority to fix it", you could explain exactly what went wrong with his order (was it sent to the wrong address? was the wrong item packed?). This would show you've really looked into his case.

Exemplar: *"I want to start by apologising for the shipping error that resulted in your order being delivered to the incorrect address on [date]. I completely understand how frustrating it must have been to wait for your delivery, only to discover it never arrived at your home."*

#2 (Second paragraph about investigation)

Strengths:

- You show that action was taken by mentioning you "personally spoke with our planning and quality assurance teams"
- The paragraph provides a specific reason for the error: "a packaging oversight during the final dispatch stage"

Unclear solution weakness → Whilst you mention "triple-check all future orders" and "extra round of verification", these phrases are quite vague and don't clearly explain what will actually change. The reader doesn't understand what triple-checking means or how the verification process works. For

example, you could explain: "Each order will now be checked by two separate staff members - one who packs the items and another who verifies the address label matches the customer's details before sealing the package." The phrase "updating our internal checklist" is also unclear because you don't say what specific items are being added to the checklist.

Exemplar: *"To prevent this from happening again, I have implemented a new two-person verification system. One staff member will pack the order, and a second team member will verify that the shipping address on the label matches the customer's account details before the package is sealed and dispatched."*

#3 (Third paragraph about compensation)

Strengths:

- You offer specific compensation with clear details: "25% off your next two purchases over \$100"
- The time limit is stated clearly: "valid for the next six months"

Confusing discount structure weakness → The compensation offer becomes difficult to follow because you present multiple conditions at once. The sentence "Also, if your shipping costs go over \$200, you will get 50% off shipping" is particularly confusing - does this mean the order total needs to be \$200, or just the shipping cost? Most customers wouldn't have shipping costs of \$200, so this seems unusual. Additionally, saying "next two purchases over \$100" and then adding another condition about shipping creates uncertainty about whether both discounts can be used together or separately. You could simplify this by presenting the compensation in a numbered list or breaking it into separate sentences that each explain one benefit clearly.

Exemplar: *"To make up for the trouble, I would like to offer you the following compensation: First, you will receive 25% off your next two purchases of \$100 or more. Second, your shipping will be completely free on these orders. These discounts will be automatically applied to your account and will remain valid for the next six months."*

■ Your letter does a good job of apologising and showing that you care about fixing the problem. However, your writing could be much stronger if you added more specific details throughout. Right now, many parts feel general rather than personal to Mr Jacob's situation. For example, you never

mention what actually happened to his order - did it go to the wrong address? Was the wrong item sent? Adding these details would make Mr Jacob feel like you truly understand his problem.

Additionally, your second paragraph about solutions needs clearer explanations. Phrases like "triple-check" and "extra round of verification" sound good, but they don't help Mr Jacob understand what will actually be different next time. Try to explain each step of your new process in simple, concrete terms. Think about writing as if you're explaining to someone who has never seen how a shop works.

Also, consider revising your third paragraph to make the compensation easier to understand. Right now, the multiple conditions (purchases over \$100, shipping costs over \$200, 25% off, 50% off) create confusion. You could list each benefit separately with clear numbering, so Mr Jacob can immediately see what he's receiving without having to read the paragraph multiple times.

Your closing paragraphs are warm and sincere, which is excellent. However, they repeat similar ideas about commitment and reliability. You could shorten these final sections and use that space to add the specific details missing from earlier paragraphs. Remember, customers trust specific actions more than general promises. Instead of saying "handled carefully", explain exactly how you'll handle it (for example, "Your order will be packed by our senior team member and I will personally review the shipping label before dispatch").

Overall Score: 43/50

Section 2:

#1 Subject: Apology and Compensation for Your Recent Experience at Harringtons

Dear Mr. Jacob,

Thank you for sharing your feedback about your recent experience with ~~the~~ Harringtons. I want to start by ~~apologizing~~ **[apologising]** for the inconvenience caused by the shipping error in your order. I completely understand how frustrating it must have been to expect your delivery and be let down by a mistake that should not have happened. At Harringtons, we truly value our customers and take pride

in our service, so when something goes wrong, I make it my priority to fix it and ~~make sure~~ **[ensure]** it does not happen again.

#2 After looking into the issue, I personally spoke with our planning and quality assurance teams to find out what went wrong during the shipping process. It turns out the mistake happened because of a packaging oversight during the final dispatch stage. To stop this from happening again, I have asked the staff to triple-check all future orders before shipment. Every order will now go through an extra round of verification to ~~make sure~~ **[ensure]** everything is packed correctly and sent with care. We are also updating our internal checklist to strengthen our delivery process. I know no one is perfect, but that is never an excuse for poor service, and I will ~~make sure~~ **[ensure]** we learn from this incident.

#3 To make up for the trouble, I would like to offer you 25% off your next two purchases over \$100. Also, if your shipping costs ~~go over~~ **[exceed]** \$200, you will ~~get~~ **[receive]** 50% off shipping. These discounts will be automatically applied to your account and will ~~stay~~ **[remain]** valid for the next six months. It is a small way to show that we appreciate your patience and want to keep your trust.

Please know that I am personally committed to ensuring this does not happen again. Your next order will be handled carefully and delivered right to your doorstep, exactly where it should be. Every customer deserves reliability and respect, and we are determined to ~~show~~ **[demonstrate]** that through our actions, not just words.

Once again, I am truly sorry for the inconvenience you faced. Thank you for bringing this to my attention — your feedback helps us ~~get better~~ **[improve]** and continue to ~~improve our~~ **[maintain high]** standards. If there is anything else I can do to help, please do not hesitate to reach out to me directly. Customer satisfaction is extremely important to us, and I will personally ensure that this issue is resolved completely.

Yours sincerely,

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