

# Section 1

## #1: Opening paragraph

*Strengths:*

- Your writing clearly states the purpose of the letter right from the start, letting the customer know you're addressing their complaint
- You acknowledge the mistake and take responsibility, which shows honesty

*Formal tone inconsistency* → Your opening uses very formal phrases like "I represent the entire company" and "deeply disappointed in ourselves," but then suddenly shifts to casual persuasion with "would reconsider pulling back your loyalty." This makes the apology feel less genuine. The phrase "making such an unwise mistake" also sounds awkward because companies don't usually call their own mistakes "unwise" – they simply apologise for the error. A more natural approach would maintain a consistently professional and apologetic tone throughout.

*Exemplar: "We sincerely apologise for this error and understand your frustration. To make things right, please keep the incorrect package along with our compliments, and we'll send you the correct item immediately."*

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## #2: Second body paragraph (discounts)

*Strengths:*

- You attempt to give specific reasons why the customer should stay loyal
- You explain the reasoning behind your discount system

*Unclear and confusing logic* → This paragraph presents ideas that don't make sense together. You mention that the company is becoming more popular but then say you're reducing prices because you're "not getting too much money" and "not a profit organisation." This creates confusion because popular companies usually maintain or increase prices, and most businesses are profit organisations. The connection between "problems that could be solved with money get less every year" and cheaper

items isn't clear. These statements need to be reorganised and explained more simply so the reader can follow your reasoning.

*Exemplar: "As a valued long-term customer, you'll benefit from our loyalty programme, which offers increasing discounts the longer you shop with us."*

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### #3: Final body paragraph (variety of items)

*Strengths:*

- Your writing provides concrete examples (phone and pan) to illustrate the point about variety
- You clearly state the main benefit of having many items available

*Repetitive sentence structure* → This paragraph uses the same pattern repeatedly: "This means that..." and "This is because..." These phrases appear too often and make your writing sound monotonous. Additionally, sentences like "making them always be available no matter what you want to buy" contain grammatical errors ("making them always be") and repeat the same idea you've already stated. The paragraph would be stronger if you varied how you connect your ideas and removed unnecessary repetition of the word "available."

*Exemplar: "Our extensive catalogue includes everything from everyday essentials to special occasion gifts, with large quantities ensuring your desired items are always in stock."*

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■ Your letter attempts to address a customer complaint, which is good, but the content needs significant work to become truly convincing. Right now, the main problem is that your reasons for staying loyal don't directly address what went wrong. You mention fast delivery, discounts, and product variety, but the customer already experienced a delivery mistake, so simply saying you have "fast and efficient" delivery doesn't rebuild trust. Instead, you need to explain what specific changes you'll make to prevent future errors.

Additionally, your paragraphs contain ideas that contradict each other or don't make logical sense. For example, saying you're "not a profit organisation" in a business letter sounds unprofessional and confusing. Your writing would improve if you focused on clear, believable benefits and removed statements that raise questions rather than answer them.

The structure of your body paragraphs follows a similar pattern (point, explanation, conclusion), which is good, but the content within each paragraph needs to be more focused. Your second paragraph about discounts wanders between several different ideas without clearly connecting them. Try to make each paragraph prove one single point with clear evidence.

Also, your conclusion uses phrases like "ironic mistake" which doesn't quite fit the situation – perhaps you meant "unfortunate" or "regrettable" instead. The ending question "So, why not reply now and stay loyal to us?" sounds too casual for a formal apology letter. You could strengthen your piece by replacing vague statements with concrete actions you'll take, reorganising confusing sections into clear explanations, and maintaining a professional tone throughout that matches the seriousness of apologising to a customer.

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**Overall Score: 41/50**

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## Section 2

~~Dear customer~~ [Dear Valued Customer],

#1 → I am writing to say that I am very sorry to hear about your unsatisfactory experience, so [. On behalf of the entire company, I sincerely apologise for this error.] ~~here I represent the entire company to say that we are deeply disappointed in ourselves for making such an unwise mistake, and would~~ [We will] try our best to ~~never do it again~~ [ensure this does not happen again]. ~~As a result, we~~ [We] have decided to let you keep the package you ~~got~~ [received], in addition to a [sending the] correct delivery. However, I would ~~reconsider pulling back~~ [encourage you to reconsider withdrawing] your loyalty to our company, as we provide excellent services despite the one issue you have experienced, ~~would~~ [we] offer increasing discounts on items as time passes ~~and has~~ [, and we have] an immense amount of them available.

First and foremost, our company provides services unlike any other company. For instance, our delivery service is quite fast and efficient, due to the fact that we have a base ~~at~~ [in] nearly every city. This ensures fast travel and easy access to many places [.] ~~through~~ [Through] the train and metro systems. Another[, we can reach you quickly. Additionally, another] example is that we have a lot of backup transport and items, making delays in the delivery almost impossible ~~to exist~~. ~~These ensures~~ [This

ensures] that the customer gets almost perfect packages, with almost zero chance of a problem ~~happening~~ [occurring]. Therefore, you should not cancel your loyalty to us, as we provide reliable services that are ~~almost impossible to go wrong~~ [highly dependable].

#2 → ~~Second of all~~ [Secondly], we offer increasing discounts on ~~objects~~ [items] as time passes. This is because of the huge increase in popularity for the company, so we decided to make some things a little cheaper to ~~make sure~~ [ensure] that we are not ~~getting too much~~ [receiving too much] money. This might seem illogical at first, but we are not a profit organisation and donate most things instead of taking them for our own ~~good~~ [benefit]. This means that as problems that could be solved with money ~~get less~~ [decrease] every year, our items will become cheaper as well. Therefore, you should not ~~budge in~~ [waver in] your loyalty to us as our items may be getting cheaper.

#3 → Last but not least, one aspect of our company is the immense number of items available to you. We offer a variety of items, from everyday life ~~to~~ [essentials to] special birthday gifts. This means that we would always have the item you need, regardless of what its purpose is. ~~Also~~ [Additionally], we have enormous quantities of each item, ~~making them always be available~~ [ensuring availability] no matter what you want to buy ~~in one form or another~~. For example, you could buy a new phone and a pan from our store, ~~all~~ [both] available and in good quality. ~~So~~ [Therefore], your loyalty is well ~~paid back~~ [rewarded].

In conclusion, I firmly believe that our company ~~have~~ [has] made a ~~ironic~~ [an unfortunate] mistake, considering the aspects listed above. I assure you that you will be glad that you have stayed loyal to us in a matter of time, if you choose to ~~be~~ [do so]. This is because of the fact that we provide excellent service, increasing discounts ~~and~~ [, and] a variety of items in our store. So, why not reply now and stay loyal to us?