

WT2 –Complaint Email & Adjustment Letter

For WT2, you will write two pieces of correspondence:

The first is a **complaint email** to a company that has sent you a defective product. In this complaint email, you will play the role of a dissatisfied customer.

The second is an **adjustment letter**, in which you will respond to the complaint email, making an adjustment to fix the customer's problem. In this adjustment letter, you play the role of a company representative.

Overall Learning Objectives

- To learn the basic format of business emails and letters
- To understand business language: both word choice and tone
- To learn to express a complaint in a formal and polite way
- To learn to resolve a customer complaint

First: The Complaint Email

You have received a defective bicycle from a company, Ace Bicycles, and you wish to receive a new bicycle or a full cost refund. In this message, you are writing from the customer's point of view.

In the complaint email, you will:

- Detail your purchase, including the type of bike, the date purchased, the location purchased, and the amount paid.
- Explain the situation fully, including all relevant details.
- Use direct, but polite language to state the problem clearly
- Request either a new bicycle or a refund
- Set a deadline for a response

Format and Length Requirements

The complaint email will:

- Use basic email format
- Have a clear subject line
- Address a specific person (i.e. rather than use a general title)
- Contain a minimum of 100 words in 2-3 paragraphs

Second: The Letter of Adjustment

You are the Ace Bicycle Customer Service Representative. You must politely fix the complaint of the defective bicycle, by applying your company's policies and representing your company in the correct way. In this message, you are writing from an employee's point of view. Your letter should reply directly to the email above.

In the adjustment letter, you will:

- Agree that the issue with the bicycle is a problem
- Apologize
- Inform the customer that you will be sending them a new bicycle and a \$50 gift card for their trouble
- Explain why the problem happened—for example, that there was a defect in one product line, quality control was asleep on the job, etc.
- Leave “the door open” and invite the customer to do business with you in the future

Format and Length Requirements

The adjustment letter will

- Use full-block letter format
- Insert header, date, inside address, salutation, body of text, complimentary close, reference lines.
- Use one-inch margins on all sides.
- Contain a minimum of 200 words in 2-3 paragraphs

Submission

This task will be:

- Submitted via Google Drive.
- Shared with your instructor
- Named appropriately. The file name must include:
 - Your name
 - The task
 - Your class day and time.
 - For example, “Ima Student WT2 Monday 1:30 PM.”

Grading Criteria

WT2 will be graded on the following:

- **Email Format:** The email must include a subject line, a salutation, a closing, a signature, and 100 words in 2-3 paragraphs.
- **Letter Format:** The letter must include a header, date, inside address, salutation, body, a complimentary close, and 200 words in 2-3 paragraphs.
- **Email Content:** The email must address a specific person, state the problem clearly, state the desired solution to the problem, and set a deadline for a response.
- **Letter Content:** The letter must agree that the issue is a problem, apologize, offer a solution, explain the problem, and leave the door open for more communication.
- **Use of Language:** The language in the email and letter is direct, professional, and polite.
- **Organization:** The email and letter content is organized in a reasonable way.
- **Attention to Assignment:** The writer fulfills all of the requirements above.

Due Dates:

WT2 is due no later than the beginning of class time on Week 10.