**Adjustment Letters**

You and your group are working for the customer service department of Superflex Products. It is your task to respond to claim letters your company receives. After analyzing the claim letter from The LOFT to decide exactly what should be done, you have to write your decision in an adjustment letter as a response. For this assignment, you will write two adjustment letters: one block-format “yes” and one block-format “no.” The “yes” letter should be written with direct organization, and the “no” letter, with indirect organization. Make sure both letters use positive language and reflect the proper use of “you-attitude.”

Samples

10.6 A block format without letterhead

10.7 Appropriate tone in conveying bad news

10.12 A positive adjustment letter (direct approach)

10.13 A negative adjustment letter (indirect approach)

Before writing the adjustment letters, answer the following questions.

1. To whom are you writing? Emily Rashon – Manager of the loft What is their relationship to you? Customer
2. What is the customer asking for? Repair or discount on a replacement.
3. Why would you say “yes” to this request? Under warranty so required to fix and a future customer good will needs to be maintained. Also need to figure out the cost of repairing versus the amount of discount of a new machine. How will you build good will? By solving their problem with one of their solutions.
4. Why would you say “no” to this request? Due to increase in water demand to building at night, there is not enough water pressure than to complete the cycle. What alternative/s could you offer? Install a water pressure tank at a discounted price. What decision are you going to leave the customer with? If they are wish to cancel the appointment. What do you want done with the defective product? Nothing, not defective.

After writing the adjustment letters, answer the following questions.

1. What are the differences between the “yes” and “no” letters? In the yes letter we offered a replacement dishwasher. In the no letter we offered to install a water pressure tank to fix the water pressure problem.
2. What ethical considerations (p. 69) are in your letters? In the yes letter we took financial responsibility to fix the problem with the dishwasher. In the no letter we provided an option to fix the water pressure issue that we were not responsible for.
3. Which relationship connection (p. 54) did you use? Rational Connection Why is this appropriate? Gives a good justification for our response.
4. Quote examples of where you used the “you” perspective (p. 188) in your letter and explain what response you hope to receive from these lines. “ As you requested we will be taking $1,000 of the purchase price of the dishwasher.” – That they are happy that we complied with their request. “To correct the low water pressure, you need to have a water pressure tank installed, which we will be happy to do for you at cost.” – Happy that we have a solution for their problem of low water pressure.
5. How well did you work together as a team? Ok What issues arose? None How were they dealt with? N/A How satisfied is each group member with the final product? Satisfied.

Hand-in

1. Final draft of both adjustment letters
2. Response questions
3. Scoring sheet

**Adjustment Letters**

Evaluation

4 requirements are met, and the work is ready to use as is

3 requirements are met; the work is usable, but could be improved

2 most requirements are met, and the work has the potential to be used after modification and/or revision

1 some requirements are met, but many modifications and/or much revision is needed to make this work usable

0 requirements are not met

Unity

* Introduction sets up the letter that follows.
* The work as a whole is focused and free from irrelevant detail.

Coherence

* Work is logically organized using the direct/indirect approach.
* Transitions stress the connection between ideas and the line of thinking.

Support

* Company’s stance is clearly stated.
* Action plan is specific and clearly stated.
* Information is complete and accurate.
* Specific details support the main ideas.
* Unfamiliar terms are defined.

Style

* Tone is appropriate and stresses the “you” attitude.
* Wording and phrasing are simple and direct.
* Terminology is used consistently.
* Letter is formatted properly in block style.

Grammar and Sentence Structure

* Conventional grammar, spelling, and punctuation are used.
* Sentences are varied and reflect the proper use of pronouns, modifiers, subject-verb agreement, and tenses.
* Run-on and fragmented sentences are eliminated.

THE LOFT

Cameron and Dale

Sunnyside, California 91793

(213) 555-5555

June 22, 2001

Priscilla Dubrow

Customer Relations Department

Superflex Products

San Diego, California 93141

Dear Ms. Dubrow:

On September 15, 2000, we purchased a Superflex industrial dishwasher, model 3203245, at the Hillcrest store at 3400 Broadway Drive in Sunnyside, for $5,000. In the last three weeks, our restaurant has had repeated problems with this machine. Three more months of warranty remain on the unit.

The machine does not complete a full cycle; it stops before the final rinsing and thus leaves the dishes dirty. It appears that the cycle regulators are not working properly because they refuse to shift into the next necessary gear. Attempts to repair the machine by the Hillcrest crew on June 3, 10, and 16 have been unsuccessful.

The LOFT has been greatly inconvenienced. Our kitchen team has been forced to sort, clean, and sanitize utensils, dishes, pans, and pots by hand, resulting in additional overtime. Moreover, our expenses for proper detergents have increased.

We want your main office to send another repair crew at once to fix this machine. If your crew is unable to do this, we want a discount worth the amount of the warranty life on this model to be applied to the purchase of a new Superflex dishwasher. This amount would come to $1,000 or 20% of the original purchase price.

So that our business is not further disrupted, we would appreciate your resolving this problem within the next week.

Sincerely,

Emily Rashon

Emily Rashon

Manager

Problem?What have they done to resolve it? Why hasn’t this worked? What do they want done now?Why would you say yes?Why would you say no?

Customer Relations Department

Superflex Products

San Diego, California 93141

DATE

Emily Rashon, Manager

THE LOFT

Cameron and Dale

Sunnyside, California 91793

(213) 555-5555

Dear Ms. Rashon:

Sincerely

Priscilla Dubrow