14 Bulldog Lane

Fresno California 24532

559.599.5599

October 1, 2020

M-Global Office Manager Jane Doe

M-Global Lane Office

Clover Valley Denver 55955

Dear Manager Doe:

Thank you for contacting us here at Justrite Appliances about a complaint filed on August 3rd regarding the Justrite microwave oven you had purchased approximately six months prior at your local store, The Good Life. We would like to state that we here at Justrite Appliances understand your situation about the turntable in the microwave braking shortly after the warranty expired and have decided to repair or have a new replacement sent to you free of charge, but before that we would like to bring a few points.

This generosity stems from the product becoming defective shortly after the warranty date expiration. Regardless, we stand behind our products for many reasons, did you know that last year our microwave oven was rated “best in its class” and “most reliable” by *Consumers Count* magazine? Which on our end raised a few speculations because we have received so few complaints about the product that a recent survey of verified purchasers revealed that 98.5 percent of first-time buyers of our microwave ovens are pleased that they chose our product.

As we continue, we would like you to help us out on our end. It would be greatly apricated if you could double-check your microwave turntable to make certain that it is in fact broken and perhaps not stuck temporarily. We only suggest this because this is a new complaint that we have received. But as I have said before, because of the expiration date shortly expiring shortly before the problem arise; we would happily have it repaired free of charge or have a new replacement sent to you.

It is our sincere hope that you will continue to be a satisfied customer of Justrite appliances. Please feel free to contact me for any follow up questions you may have.

Sincerely,

James Hernandez

Customer Service Representative

DATE: October 1, 2020

TO: Dr. Ken Machoian

FROM: James Hernandez

SUBJECT: Brief Commentary On What Was Right and Wrong With Original Letter

In the original letter, I believe the writer took to long to get to the positive point of the letter. The reader Jane Doe would have had to have read practically the full letter until she would have gotten her response from the company and one of the main parts of positive letter is to state the good news first not last. A good note that the writer did make was that they briefly mentioned the letter that prompted them to writing back to the reader which is good in the abstract. In the second paragraph we are supposed to remind the supporting data mentioned in abstract but just start out by saying how good their product is and continue to talk about it. At some point it feels as though the writer is not answering the reader but rather explaining how 98.5 % of users love this product and would buy it again. This letter felt more of a neutral letter than of a positive.