**MEMO**

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| **To:** | WRIT 221 Instructor and Students |
| **From:** | River Kelly |
| **Date:** | August 30, 2020 |
| **Subject:** | Rhetorical Analysis of U-Haul Claim Letter |

The task at hand is to write a professional letter disclosing my lack of satisfaction with a company’s service. The purpose of this memo is to breakdown and specify the format structure, tone, and design choices to effectively persuade its reader of my claim.

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**Background:** I recently rented a moving truck from the company, U-Haul. Without any problems, I got from point A to point B. Everything went great, that is until I went to return the moving truck. Upon checking the vehicle back-in, the employee noted that I had exceeded the number of miles configured for my trip. Each additional mile would result in an additional fee. He said that I had exceeded the estimated 370-mile trip by upwards of 120 miles. This, in fact, was not possible. I drove the truck from point A to point B, and nowhere else. There must have been an error on their end. When I originally went to pick up the vehicle they did not have the one which I reserved, so they gave me the next available option. During this, could the truck not have been logged properly? Either way, I know that there is no way I drove this many additional miles.

**Motivation:** As the saying goes, “The customer is always right.” I, the customer, had a negative personal experience with this company. I believe that the root of this dissatisfaction can be blamed on them. I hope to persuade the company to do everything in their power to make me a satisfied customer.

**Primary Reader(s):** U-Haul Customer Support is the primary intended reader for this letter.

**Secondary Reader(s):** Because customer support usually consists of multiple areas of specialty, this means the reader could be any one of the support roles for which a work-order gets assigned to be resolved. Typically incoming claims are first filtered by the ‘general request’ group. If the claim is outside the scope of their abilities, the work-order is moved up the hierarchy until it reaches the appropriate department to best resolve the issue.

**Intended Use:** To inform customer support at U-Haul that it is my belief a mistake/error has occurred during my recent experience with them. The company should know that I believe the fault of the error was not because of my actions, but theirs. The success of the document should be based on the resolution of the problem at hand.

**What Is The Relationship With The Audience?:** I am a first time customer of U-Haul. My relationship with the audience is formal and professional. The recipient of my letter is acting as a representative of their organization. Likewise, my letter should also be addressing the organization in addition to the reader.

**What Information Does the Audience Need?** I might know who they are, but they certainly don’t know who I am. My letter should include some information about who I am and why they should care. Something like, “I rented a vehicle on this day and drove from X to Y, and my receipt number is ABC.” should provide adequate relevant information.

**What Information Might The Audience Request?:** They might ask for evidence to support my claims. Possibly for photos taken of the odometer before departure- which I do not have. They might ask for clarification about the addresses of the locations for which I was traveling to and from.

**What Is The Desired Response From The Audience?:** In my letter, I would like to request that they provide possible solutions to my problem. Because I am seeking total reimbursement of these charges, I think stating this solution at some point would establish what my recommendation would be- a place to hopefully start any negotiations.

**Direct or Indirect?:** I feel that an indirect message provides a better structure to plea my case. I want to first explain my situation and why I feel that I have been wronged. I intend to make it clear that I believe an error has occurred on their behalf and that I would like them to offer me solutions to resolve this problem.

**Tone:** The tone of my letter will be formal and professional. I plan to be very specific with exactly what happened and how I believe the situation should be taken care of.

**Medium and Acceptable Length:** I plan for my letter to be in PDF format as an attachment in an email. I would like to keep my letter on a single page by staying on topic and being specific.

**Conclusion:** I would like my letter to emphasize the importance of maintaining customer relationship integrity without being demanding or patronizing. I need to explain my concerns while keeping in mind the perspective of the reader. I need something from them.