

Apology/Response to Complaint Letter Assignment

You have received a complaint letter and now you must respond. Most of you will be writing a letter of apology, but in certain circumstances, you may have a situation where an apology is not required; however, a response is still necessary.

Rhetorical Situation

Purpose: To appease a dissatisfied individual, hoping to retain him/her as a customer

Audience: Individual who wrote the complaint letter. (Since this data is masked, but you still must address your letter to a named person, suggest you select a non-gender-specific name such as “Pat Smith”)

Genre: Formal Business Letter

Stance/Tone: Empathetic, understanding, professional, positive focus

Design: Formal letter template, including headings

Medium: Hard-copy (printed) letter in WORD .docx (since you would be mailing this through “snail-mail”)

Rubric: This assignment is worth 100 points

- Follows apology/response to complaint letter content outlined in class
- Utilizes an appropriate formal letter template and headings
- Addresses the customer by name
- Maintains the correct tone throughout
- Includes an appropriate response:
 - An offer to replace a product
 - A rescheduling of the service
 - A refund of the product or service
 - A detailed explanation if compensation is not warranted
- Encourages additional customer questions/concerns regarding the product or service
- Has an appropriate closing
- Contains contact information
- Does not include any of the “phrases to avoid”
- Does not overly-apologize, dwell on the negative, make excuses, or chatter unnecessarily
- 1 page
- Free of spelling and other critical errors

Submit your apology response letter to **BB AND in hardcopy with the complaint letter to which you are responding stapled.**