**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.**