

# Activity Exemplar: Respond to customer comments

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity.

## Completed Exemplar



To review the exemplar for this course item, click the link below and select “Use Template.”

Link to exemplar: [Respond to customer comments](#)

OR

If you don’t have a Google account, you can download the exemplar directly from the attachment below.



**Activity Exemplar\_Respond to customer comments**  
DOCX File



## Assessment of Exemplar

Compare the exemplar to your completed replies to customer comments. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

Your reply to positive feedback should:

- Thank the customer for their kind words
- Let the customer know their positive feedback is appreciated
- Include the person’s first name and incorporate warmth or humor

Your reply to the question should:

- Provide resources that help answer the question
- Engage the customer, either by continuing the conversation or asking a related question
- Use creative language and/or exclamation marks

Your reply to the negative comment should:

- Include information to explain the situation
- Share the promotional code to help make things right
- Use polite and approachable language
- Show empathy for the customer’s perspective

Mark as completed

