

1. What motivated you to apply to this programme?

I am motivated to explore new areas in STEM that involve forming genuine connections with the users. Customer service is an area where I can put such a passion to work. User-centered work has been my number one interest during my days at the University, and I am confident that this is a great opportunity to break into such a field.

I enjoy roles that require clear communication, empathy, and problem-solving, especially in situations where customers may feel frustrated or confused. As digital services continue to grow, I am keen to build hands-on experience in delivering high-quality customer support while learning how technology can be used to improve customer satisfaction. This programme represents an opportunity for me to develop practical customer service skills, work in a structured and professional environment, and contribute positively to customer experiences.

2. What do you think are two skills needed to perform well as a Digital Customer Service agent?

Two key skills needed to perform well as a Digital Customer Service agent are **effective communication** and **empathy**. Effective communication is essential for clearly understanding customer concerns and explaining solutions in a simple, professional, and reassuring manner across digital channels. Empathy is also important because it allows the agent to acknowledge the customer's feelings, build trust, and respond calmly and respectfully, especially when dealing with frustrated or dissatisfied customers.

3. Email to a frustrated customer.

Dear Customer,

Thank you for taking the time to contact us and for sharing your concerns regarding your recent purchase. I am truly sorry to hear that the product did not meet your expectations. I understand how frustrating this situation must be for you, and please be assured that your satisfaction is very important to us.

To help resolve this matter, I would like to offer you two possible solutions. First, we can arrange a full refund for the product once it has been returned to us in its original condition. As soon as we receive and verify the item, the refund will be processed to your original method of payment within the standard processing timeframe. This option allows you to close the matter quickly and move forward without further inconvenience.

Alternatively, if you are open to it, we can offer a replacement or an exchange for a different product that may better suit your needs. Our team would be happy to assist you in selecting an alternative option and ensure that it meets your expectations. In addition, we can provide a discount or store credit as a gesture of goodwill to compensate for the inconvenience you have experienced.

Please let us know which option you prefer, or if you would like further assistance. We are here to support you and ensure that your experience with us is a positive one.

Kind regards,
Customer Support Team

4. Apology email to Julien, Notary in Ghana.

Dear Julien,

Thank you for reaching out to us and for sharing your concerns regarding the temporary inaccessibility of our mobile application. Please accept our sincere apologies for the inconvenience this situation has caused you. We fully understand how critical access to your calendar is for managing appointments, planning your workday, and serving your clients effectively.

We acknowledge your concerns, particularly regarding customers who wish to make appointments, your uncertainty about scheduling your time at the office, and your request for a gesture of goodwill. The disruption that began at 3 p.m. is currently being addressed by our technical team, and the issue is scheduled to be fully resolved by 7 p.m. tomorrow. We regret that this interruption has impacted your ability to manage your professional obligations.

In the meantime, we recommend accessing your account through our desktop website, where available, as a temporary alternative. Our support team is also available to assist you with retrieving critical appointment information if needed.

As a gesture of goodwill and to express our appreciation for your patience, we would like to offer you a service credit that will be applied to your account once the issue is resolved. We value your trust in our services and are committed to preventing similar disruptions in the future.

Thank you for your understanding. Please do not hesitate to contact us if you require further assistance.

Yours sincerely,
Customer Support Team