# Acme Widget Customer Inquiries

## Customer Inquiry #1

To whom it may concern,

I was recently at a birthday party, and the other parents were talking all about your company. They said some really nice things, but I had never heard of you! And I live in Portsmouth, near your headquarters. I’m told that you donate toys and games to children in need, and I just think that is so wonderful. I’d love to support a company that tries to make the world a better place.

But I’m not sure where to begin! What sorts of toys do you make? I have a son, 9, and daughter, 7, who both love imaginary play. I’d love to give them something that helps them see themselves. Can you give me some suggestions on where to start?

Sincerely,

Pamela Sanguino

Sample Response:

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Rationale:

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## Customer Inquiry #2

Dear Acme,

I have been buying your toys for my own children and as gifts for years. I absolutely love everything you have! Which brings me to my question . . .

In two weeks, my daughter’s best friend is having a birthday (turning 10!). She is a bright kid, does great in school, is always leading the pack at group activities, and volunteers with her parents at a local museum to be “tour guide in training.” I always write in to find out what’s new at Acme, so tell me: What would you recommend?

Laura

Sample Response:

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Rationale:

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## Customer Inquiry #3

Dear Acme,

I have been looking to get my 4-year-old daughter a new toy, something that is safe and fun. After looking at Whacky Widget’s Blokkees toys, I found they have a wooden car toy (see below). But I see that you have your Generations car. Yours is $7 more; how is yours different? I had Acme Widget toys as a kid myself, so I’d like to continue the tradition for my daughter.

Thanks,

Sandra

*Blokkee-Mobile - $13 USD*

*Made in our automated factory using precision equipment, Blokkee’s wooden toys are fun for everyone! Our all-pine construction makes for lighter toys for little hands.*

Sample Response:

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Rationale:

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## Customer Inquiry #4

Dear Acme Toy Department,

I’ve been looking online at your selection, and love the Fohlk line, but I’m a bit unsure how it all works. My daughter Mei-Ling is 6, and she is a huge fan of fairy tales and princesses. She has a few other doll toys, but I love the idea of being able to get new clothes and accessories to change it up.

Can you tell me more about the Fohlk Fantasy toys, and where to start?

Ping-Fang

Sample Response:

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Rationale:

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## Customer Inquiry #5

Dear Acme,

With all the toys available these days, I am a bit lost. My twin boys just turned 9, and they have very different interests. One loves playing pretend, while the other is much more into reading and figuring out how things work. I’d like to get them some toys that they can use to play together. I have my eye on the Fohlk toys, since they could get a number of different outfits, but I also wonder if Rakentaa might be good for them. What might you suggest?

Nigella

Sample Response:

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Rationale:

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## Customer Inquiry #6

Dear Acme,

I recently visited my brother. His daughter has a bunch of the Rakentaa building toys, and my own daughter loved them. I’d like to order her the Starter Kit. She can’t wait to start building some of the amazing monuments (she loves the Eiffel Tower!). Can you help me with that?

Sample Response:

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Rationale:

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## Customer Inquiry #7

Hello,

I bought a Fohlk Knight for my son, and I love it! He is having the best time “questing” around the house on his faithful steed. So, his birthday is coming soon, and I’d like to add to his collection, but I’m not sure what to get next.

-Richard

Sample Response:

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Rationale:

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## Customer Inquiry #8

Hi,

I’m looking for information about the Fohlk figures. Can you tell me more about them? I hear they are customizable, and good for any kid. What kinds of options are there? Do you have other toys for an 8-year-old boy?

Sample Response:

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Rationale:

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## Customer Inquiry #9

Dear Acme,

I wanted to inquire about your Generations toy line. My son is turning 3 this weekend, and I realized that I want him to have simple, quality toys. What would be a good toy to start him on?

Sample Response:

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Rationale:

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