David Leach, Dave Drummond, Ryan Short, Justin Koch

1. A positive or neutral message should be given with a direct order, while a negative message should be indirect. A direct order might be used with a response to an order confirmation, but an order dispute should be handled with an indirect order.
2. For simple inquiries, explanations aren’t necessarily needed. However, for more in-depth inquiries, it might be a good idea to provide details.
3. When handling negative information, addressing the problem directly can leave a bad impression on the reader, reminding them of their bad experience. Using good will and reinforcement that their issue is being handled will make the reader feel more comforted by the message.
4. Going above and beyond when responding to an inquiry can show the customer that there is care being put into their inquiry. This could be carried too far, as providing too much information could be a nuisance to the reader.
5. Acknowledgement shows the reader that you care about their situation and input.
6. For a form letter, you might want to a more generic acknowledgment that would encompass a wider range of recipients, while a merged letter would have the ability to be customized to each recipient’s situation. Finally, a special letter, by nature, is personalized to the specific recipient it is sent to.
7. The solution to the problem should be stated first. A brief explanation of why the issue occurred and the corrective measures taken to prevent it from occurring in the future should follow. The message should end with goodwill.
8. It is usually advisable to do more than just grant the claim in an adjustment-grant message to hopefully regain the readers' faith in the company and keep their business.
9. Directness in operational communications is best for positive or neutral reactions, because it will appeal to the reader. Yes, it can be overdone. Indirectness would be appropriate when there is a negative situation that is at hand.

Exercises:

Question 1:

One shortcoming of the email was that the email did not get straight to the point but instead added unnecessary details. Also, supporting details for certain claims were scattered throughout the email. The writer also provides a lot of opinionated information that is followed by a request that the information stays confidential, which cannot be guaranteed. The message is also very wordy, dragging the response out longer than it should.

Question 2:

The response email starts negatively, disregarding the customer’s claims rather than starting with the solution. The email also does not end with strong goodwill but comes off as somewhat dismissive. Also, the request to have the defective printer sent back first for inspection almost reads as if it’s implying the customer might be lying about the claim.

Question 3:

The questions in this inquiry would be easier to read if they were listed in bullet note form. The message also comes across as very demanding. The subject line could be more detailed, as well the acknowledgment not giving a clear date of when to provide the information by.

Question 4:

The subject of the email could provide with more details. The email itself could be a little longer so that it comes across as more sincere. Lastly, there is no salutation for at the end of the email.

Question 5:

This message presents the training as a punishment rather than an opportunity for improvement. It also comes across as a blanket statement, spreading the blame to all workers rather than the select few that are more than likely causing the issue.

Routine Inquiries

Question 1:

Subject: McGill Medical Publishing Focus Group

To Whom it May Concern,

We are looking to procure a location for our focus group to gather. Our goal is to have discussions about potential changes that could be made to improve our textbooks. Our group is made up of 22 teaching physicians from the US, Canada, and Europe and would be staying 10/23/23 - 10/24/23.

To assure our group’s comfort, we would like the following:

* 24 rooms available 10/23 - 10/24
* A conference room large enough to hold at least 24 guests
* Food and beverages sufficient for 24 guests
* A projector and screen or television large enough to easily read around the room

Please respond with the requested information by 10/01/23.

Thank you,

Dave Drummond

Human Resources

McGill Medical Publishing

Question 2:

Subject: Team Building Consulting Information

Hello Ms. Applegate,

Our organization is writing to inquire about your experience with the team building consulting firm you left a testimonial for. We were hoping you could answer some questions about your experience:

* What was the cost?
* What were you hoping to gain from the experience?
* Did your staff benefit from the experience?
* What activities took place?
* How long did each session last?

We would appreciate it if you could get back to us within the week.

Thank you,

Justin Koch

Question 3:

Subject: Automatic Payment Transferal

Hello,

I was wondering how I would go about sending automatic payments to Community Bank from Ocean State Credit Union. I would appreciate if you could please answer the following questions:

* Will there be a fee for this service?
* How long will it take to set up this payment option?
* What is the cancellation process?

Thank you,

Ryan Short

Favorable Responses

Question 4:

Dear Ryan Short,

Thank you for your interest in my field, I’m happy to answer your questions and provide some valuable insight about my job. I utilize several programming languages on a daily basis, the most common being JavaScript. I am able to work from home, although our team meets in person the first Friday of every month. My job mainly entails digitizing paper forms and training for employees. In my opinion, this job has proven to be a valuable experience for any entry level engineer, and I’ve also enjoyed my time here and found it meaningful. I actually met my current employer at the Thaddeus Stevens job fair, so make sure to take advantage of any opportunities your school presents you with. If you’re interested in programming, I think you’d enjoy this job.

If you have any further questions, don’t hesitate to ask and I’ll get back to you as soon as possible.

Sincerely,

Dave Drummond

Question 5:

Subject: Excellent Work Soledad

To: Soledad

I heard about your recent idea to switch to FedEx Kinko’s. It is a wonderful idea and I think it will save the company a great deal of money on printing fees and luggage costs.

Everyone at the company appreciates your efforts, and your hard work will be considered for your next review.

Thanks,

David Leach

Question 6:

Subject: Schlegel Family Bricks

Dear Ms. Schlegel,

We have received your email regarding your questions about the senior bricks. I am happy to report that you will be able to engrave a brick with your grandmother’s name. Unfortunately, we cannot ensure that the bricks will be placed side-by-side, but I will leave a note to the brick layers to set them side-by-side. Regarding your other questions:

* You should order both bricks in the same form. Just make sure it is clear and legible that there are two.
* Each brick will cost $150
* The Senior Path is the main walkway of the campus that runs between the student center and some of the school’s oldest buildings.

I hope this answers your questions, and do not hesitate to ask if any more questions arise. It is wonderful that there are so many Schlegel family members here, and we will do our best to remember them.

Thanks,

Justin Koch

Question 7:

Subject: Your Recent Request

To: Ms. Sacchetti

After reviewing your request and speaking with Roy about the situation J&J Plumbing has decided to grant your request and the invoice will no longer need to be paid. We have, since the incident, let Roy go as he was not meeting the standards J&J Plumbing holds themselves to.

We here at J&J Plumbing would like to offer you a free plumbing consultation from our top technicians if you ever need it on the house. If you have any more questions or concerns do not hesitate to reach out.

Best wishes,

Jimmy John

Question 8:

Subject: Your Recent Request

To: Ms. Bao

We here at Office Depot appreciate your detailed request, it really helps make the process go faster. We are also glad to hear that no one was injured using the faulty chair. You will be happy to hear that the Product Safety Commission has since recalled that desk set.

We would like to offer you a full refund on your chair and will send you an $80 gift card to cover the cost of getting a new chair. You will have to send the broken chair back to reduce any future liabilities of the chair before receiving the gift card.

Office Depot would also like to offer you a special buy one chair get one free promotional coupon for the traumatic events that you went through in this whole ordeal. We will include it with the gift card after the broken chair is received.

We look forward to your continued business with Office Depot and if you have any further questions, contact us!

Best Wishes,

Beauregard Thoroughbred

Question 9:

Subject: Your Recent Request

To: Ms. Thompson

Large Sheet Music Distribution has decided to grant your request and issue a full refund for the event in question. There was a clerical error and unfortunately you received the wrong order. We will be issuing a full refund of your postage and for the order itself directly to your account.

Large Sheet Music Distribution would also like to offer you a complimentary 50% off coupon for your next purchase as a sign of good faith and continued support!

If you have any further questions do not hesitate to reach out.

Best Wishes,

Beauregard Thoroughbred

Order Acknowledgments and Other Thank-You Messages

Question 10:

Dear [Customer]:

Thank you for placing an order from CarWorld.com!

To help keep your [type of car] running smoothly, we have created a useful guide for the periodic maintenance items your car needs and the schedule for replacing them: [link to the guide]

At CarWorld.com, we offer brand-name parts to make sure your car keeps going. We are also proud to say that we have taken the initiative to help protect our environment by recycling many of our used parts. This also allows us to provide you with many hard-to-find items for older cars at a lower cost than other parts dealers!

Thanks again for your purchase, we hope you will choose us again.

- The Car World Team

To remove yourself from this mailing list, reply with a blank message to sales@CarWorld.com

Question 11:

Subject: You are on Your Way to Success

Dear [New Member],

Congratulations on starting your journey towards success! We are happy to have you here as our newest member to the American Society for Training and Development.

We hope you will quickly learn to take advantage of our many benefits, including:

* Professional Referrals
* Mentorship Programs
* Meeting fee discounts
* A Marketplace listing
* Monthly Luncheons

As you may know, you are now a part of a group of about 250 men and women that build upon each other’s professional development. We believe in working together towards the sometimes-daunting goal of success in a professional career path. We look forward to seeing your own development within our group!

Below we have your membership ID and first-year dues:

Member ID: 123456

Dues: $500

We once again welcome you to our group of prestigious individuals and hope you will utilize our many resources to build your professional career.

Thank you,

David Leach

Assistant to the Executive Director

American Society for Training and Development

Question 12:

Subject: Green Living Website

Greetings Mr. Williams,

It was a pleasure getting to meet you the other day as we discussed the possibilities of developing a website for your company! I would first like to inform you that we will take into great consideration the values of your company so that the design and development of your website will reflect them best.

I know that the cost of the website is one of the most crucial factors when choosing a website contractor and will therefore explain all the costs as best I can.

* $5,000-$7,000 is the typical cost of designing the best websites on the Internet. As our services match the description, our fees are typically within this range.
* $20,000-$40,000 is the typical cost of the development process, the number of pages and features will obviously play a huge factor in this. I would expect your company’s site to cost no more than $25,000 for development.
* $3,000-$4,000 for Google SEO is imperative for your website to reach #1 on Google results.

We do not subcontract any work – it is all in-house so that we can control the quality of every step.

Thank you and I wish you the best of luck as you choose your web contractor,

Justin Koch

Question 13:

TO: SALES; PRODUCT DEVELOPMENT; TRAINING AND SUPPORT

CC: GinnyE@softwarefirm.com

SUBJECT: Website Updating Process Change

Hello All,

We have all been aware of the increasing workload that Ginny has been acquiring and have produced a solution to help keep the website updated with the latest information. We will be introducing new software that will be installed on the workstations of those who work directly with the website information. The software will allow you to update your specific pages that pertain to your department, while keeping a common template, so the site is consistent.

Ginny will be reaching out to all of you about two training dates to learn how the tool works so you will be able to utilize the software the best.

This may come as a bit of a worry for some of you, as you have many responsibilities already, however, once we get familiar with the software, it should not be too hard to keep the website updated.

As a part of the training sessions, we will be providing Chick-fil-A for lunch.

Thank you,

Justin Koch

Question 14:

DATE: September 21, 2023

TO: Team members

FROM: Dave Drummond

SUBJECT: Phones, I-pods, and Streaming

Good morning, everyone,

When we first allowed everyone to begin listening to music, it enhanced our productivity while making everyone's day easier. When this began to extend to podcasts and shows, I thought it might be fine since it went so well at first. However, our productivity has been low in recent months and our Network Admin Justin has reported a high volume of network traffic for streaming apps such as Netflix.

I do not want to take away something that made everyone's workday easier, but the productivity dip must be addressed. Starting Monday, only we are going to allow streaming during the first and last hours of the work, and of course you can do as you please in your lunch break. I think this will be a good middle ground for our company. You will still be able to ease into the workday by streaming your favorite show, podcast, or music, as well as winding down at the end of the day with the same. I believe this will help everyone focus and communicate more, while still having a relaxed workplace environment, making everyone's lives easier overall. I look forward to seeing the results.

Sincerely,

Dave Drummond

Question 15:

DATE: September 21, 2023

TO: Team Members

FROM: Dave Drummond

SUBJECT: E-Mail Concerns

Good morning, everyone,

I have learned that many of our emails between employees, both casual and formal, have been lacking professional etiquette. I understand being direct with your coworkers, but I fear this attitude may extend towards external communications. To avoid any errors in future, I have compiled an easy-to-read checklist for email communications. If you want, printouts of this document are available from the head office if you would like a quick reference to keep by your workstation. Formalities to remember are as follows:

* Use the subject line in a way that makes the email easy to retrieve through a search by using key words related to the email.
* Use clear and concise language to effectively communicate your message in as few words as possible.
* Keep related information and supporting points together, rather than scattered throughout the email.
* If your message can be quickly resolved through a conversation with your co-worker, opt for that. Only use email when a reasonable amount of information needs to be conveyed. This will lighten the amount of administrative work for our IT team and increase productivity.
* Keep in mind that, like all information online, there is a potential of our emails being leaked. Write your message professionally so as not to discredit yourself if the email finds its way to an unauthorized reader.

Our Network Admin will be monitoring email traffic during the next week for any policy violations. This is an opportunity to make all our jobs easier, increase productivity, and safeguard the integrity of our employees. Thank you all for your cooperation, we have a talented team here and I want to make sure it is as strong as possible.

Sincerely,

Dave Drummond.