Criteria for a Good Email Response

- A good email response should be clear, polite, and efficient. Here are the breakdown of a good email response:

Timeliness

- You should be able to respond to the customer within the response threshold.
- If more time is needed to make a research, at least send an acknowledgement to the client.

Salutation

- Greet the recipient approprietly.

Acknowledgement

- Acknowledge the senders email, letting them know that you understood their concern.

Concise & Relevant Information

- Address the main ponts of the email without the unnecessary details. If there are multiple points to cover, use bullets or break them into paragraphs.
- If you are unsure and don't have the answers yet, let them know and inform them that you'll get back to it.

Tone and Professionalism

- Maintain a respectful tone even if the email is informal.
- Be mindful of your Language
- Do not use any jargons

Proofread

- Check spellings and grammatical errors before sending the email.
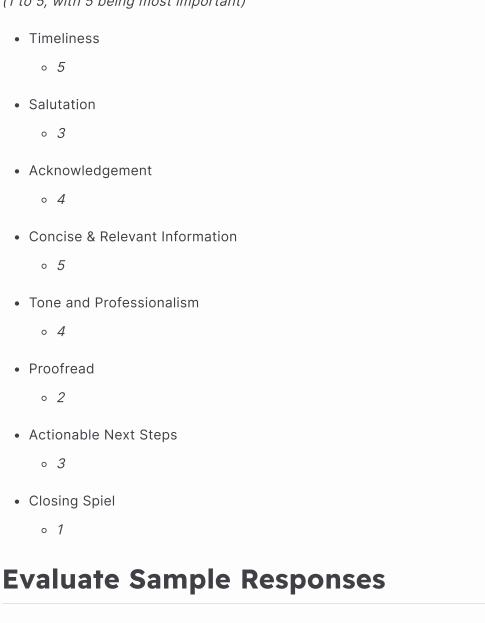
Actionable Next Steps

- Let the sender know what will happen next.
- Clearly outline what action you need the recipient to take.

Closing Spiel

- End your response with a polite closing, like "Thank you for reaching us" or "Let me know if you need further help".

Priority Rating

(1 to 5, with 5 being most important)

- Timeliness
  - *5*

- Salutation
  - *3*

- Acknowledgement
  - *4*

- Concise & Relevant Information
  - *5*

- Tone and Professionalism
  - *4*

- Proofread
  - *2*

- Actionable Next Steps
  - *3*

- Closing Spiel
  - *1*

Evaluate Sample Responses

Scenario 1

- Timeliness

  - *N/A*

- Salutation (3)

  - *The email begins with "Thank you for reaching out to us" which is great. However, there is no direct greeting such as Hi (Name) or Dear (Name) to make it more*

personal.

- Acknowledgement (5)

  - *The email starts with acknowledging the sender's concern which is great.*

- Concise & Relevant Information (5)

  - *The email is clear and provides concise information, outlining the process and explaining our policy.*

- Tone and Professionalism (4)

  - *The tone is professional and neutral. It is direct to the point and conveys the neccessary information but it could've been addressed more softly. The wording "We regret to hear..." might come a bit strict. A slight adjustment in the wording could make it sound more supportive.*

- Proofread (5)

  - *There are no obvious grammar or spelling mistakes in the email which is good.*

- Actionable Next Steps (5)

  - *The email outlines the next steps clearly, letting the student know that the extension is automatic.*

- Closing Spiel (1)

  - *There is no closing line. Sender should've thanked or added "Please let us know if you have further questions" to encourage additional interaction if needed.*

Overall Assessment

- The email is informative, clear, and was able to address the concern of the student. It mantains professional tone and didn't any unnecessary terms. However, they could've added closing spiels to initiate further connection.

Scenario 2

- Timeliness
  - *N/A*

- Salutation (4)

- - *The email begins with "Thank you for reaching out to us" which is great. However, there is no direct greeting such as Hi (Name) or Dear (Name) to make it more personal.*
  - Acknowledgement (5)
    - *The email acknowledges the concern right away and emphatized to the student.*
  - Concise & Relevant Information(5)
    - *The email provides concise and relevant information regarding the Attendance Policy that helps address the concern directly and provides clarity on the situation.*
  - Tone and Professionalism (5)
    - *The tone is professional and empathetic that made the sender feels heard and respected.*
  - Proofread (5)
    - *There are no obvious grammar or spelling mistakes in the email which is good.*
  - Actionable Next Steps (3)
    - *The email outlines a specific exception on the request, however there is no specific mention of next steps for any further attendance issues on what they should do if more accommodations are needed.*
  - Closing Spiel (5)
    - **The email contains a good closing spiel, asking the student to further seek assistance if needed.*

Overall Assessment

- The email is clear, addressing the issue of attendance which demonstrates a willingness to be flexible and understanding and it maintains a professional tone throughout and outlines the necessary information regarding attendance policies. However, it could've been better if the sender provided next steps to the recipient.

Scenario 3

- Timeliness
  - *N/A*
- Salutation (4)
  - *The email begins with "Thank you for reaching out to us" which is great. However, there is no direct greeting such as Hi (Name) or Dear (Name) to make it more personal.*
- Acknowledgement (1)

- - *The email did not acknowledge the concern first and proceeded right away to the resolution. It could've been better if they acknowledge the concern first to make the recipient feel like we emphatize with them and they are being understood.*
- Concise & Relevant Information (5)
  - *The message is relatively clear and provides relevant information about the concern.*
- Tone and Professionalism (3)
  - *The tone is formal and professional, but it could be preceived as impersonal. While the email is respectful, the phrase "we can't excuse your absence" may sound harsh.*
- Proofread (5)
  - *There are no obvious grammar or spelling mistakes in the email which is good.*
- Actionable Next Steps (2)
  - *There's no next steps provided to the recipient on what they should do with the provided resolution.*
- Closing Spiel (4)
  - *It is great that they thanked the recipient for understanding, but it could've been better if they added "Please let us know if you have further questions" to encourage additional interaction if needed.*

Overall Assessment

- This is a well written email, but need some minor changes with the tone and acknowledgement to make it more empathetic.