

# Thread's Reply ---

## Opening/Closing

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# Thread's reply content flow

## Opening

- Greeting
- Extend a welcome

## Understanding customer's issue

- Restate issues
- Introduce general solutions

## Solution

- Reply subject · Explain and recommend
- Reply agenda · Various scenarios

## Provide additional resources

- Samples
- Explain on the code/resource

[Sample1](#)

[Sample2](#)

## Closing

- Summary
- Leave a positive impression

# What do we want to achieve?

- ✓ Answer all the questions customers ask
- ✓ It's better to provide customer working demos which has been tested on our side
- ✓ For labor  $> 2 * \text{MPI}$  threads, escalate them
- ✓ IR policy & follow up policy



# To provide a solid answer

- Consider:

1. what is customer's question/issue?

2. do you understand customer's issue?

if you don't, post your understanding of customer's description and provide assumed solutions/answers via using something like:

“if you mean... you can try to....”

“May I know...In this situation we can...”

“I am not sure what you mean by... but according to my knowledge you can...”

“Do you mean...An alternative would be to...”

...



# Reply Content Flow

- I. Clarify the issue to customer
- II. What is your general suggestions; what is the detail steps.(provide solution for each question if there are more than one questions)
- III. Provide your demo to customer if you have...

PS: if we want to provide some additional resources to customer, we'd better provide some MS or MS partner resources instead of the third party ones.



# Guidelines on Writing Threads

- Confirm the following before writing:
  - The urgency of the issue
  - The key purpose and information to deliver.
- Have the right attitude
  - Don't write words with all uppercase, e.g. THANKS, which means you are shouting
  - Don't write threads when you are emotional (angry, depressed, etc.) Write it later.



# Guidelines on Writing Threads

- **Be Concise**
  - Use simply words
  - Use short sentences.
  - Use short paragraphs
- **Be Clear**
  - use bullet lists or numerical lists for clarify





# Guidelines on Writing Threads

- Provide adequate information
  - Provide necessary information, e.g. supporting data, background information, and make sure that readers can easily understand these.
  - provide the URL/link to thread if the content is too big, and provide an abstract for easy understanding.
  - use official documents as your reference if possible



# Guidelines on Writing Threads

- Show our value
  - Provide your suggestions/comments with supporting data.
  - share your proposed solutions, and ask for comments.



# Guidelines on Writing Threads

- Some tips
  - acknowledge other's effort first, then state our ideas clearly, e.g. "I understand what you are coming from, and my point of view is..."
  - follow PODRE Writing Process
  - run "Spelling & Grammar" in documents to check for errors before submitting



# Opening/Closing



# Targets

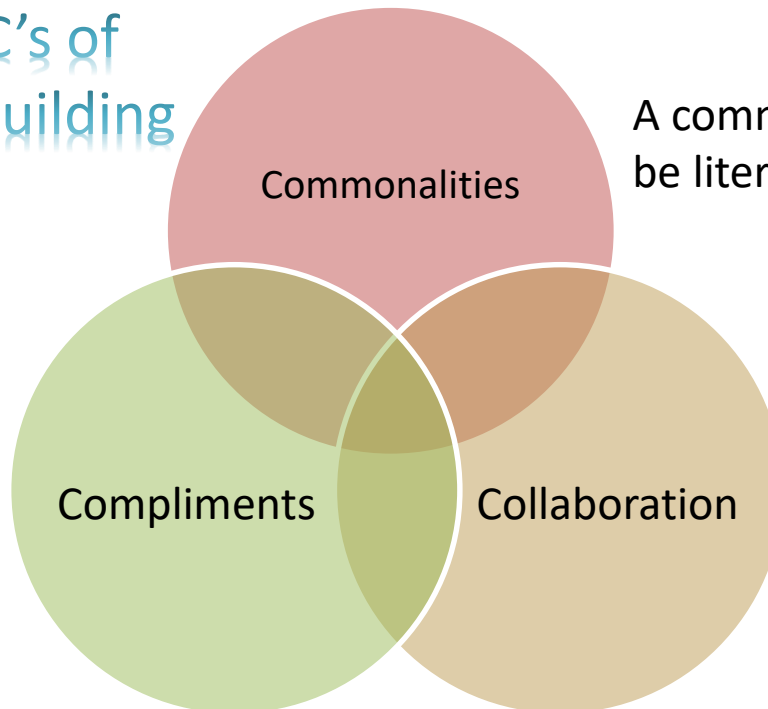


# Building Rapport

- What is rapport?
- Rapport is important because it implies trusts, credibility, and likeability. Some people seem to be more naturally gifted than others when it comes to building rapport.

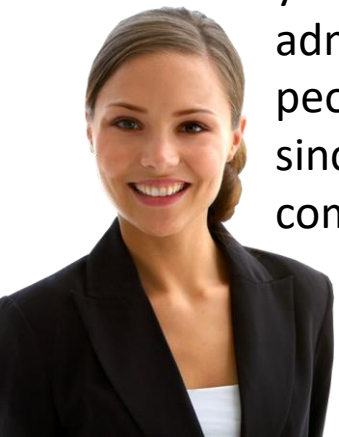
## Three C's of rapport building

Find things that you genuinely admire about people, and pay sincere compliments.



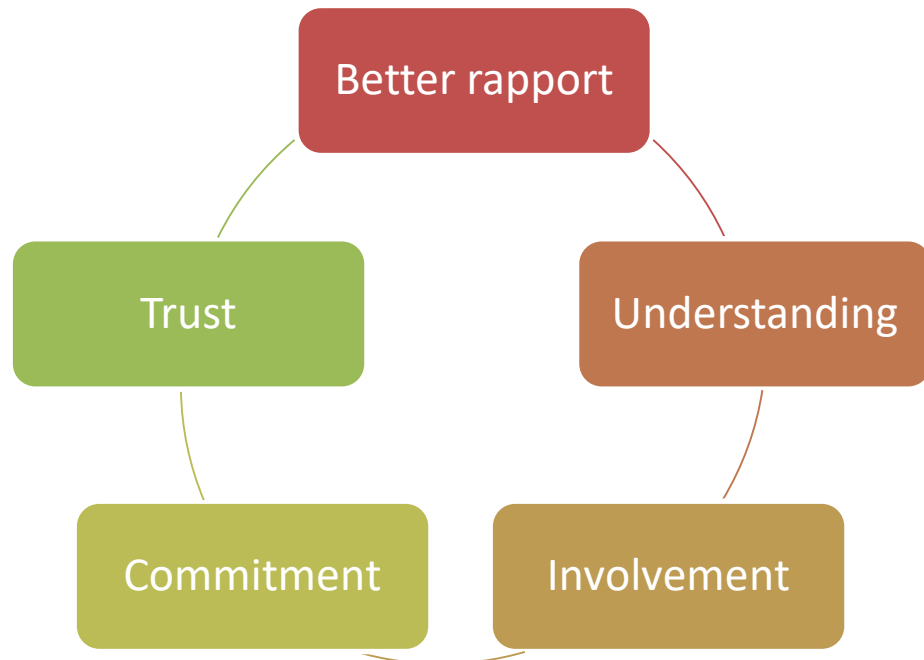
A commonality could be literally anything.

Go through the adversity side by side, looking together at a issue or a solution together.



# Building Rapport

- I understand what you say.
- I know exactly what you feel.
- If that happens to me, I'll do the same thing too.





# Avoid Passivity

## ➤ Positive

**1. Use “if” or “as soon as” to link conditions with action, rather than threaten your reader.**

Unless we receive your Case number, we will not be able to help you.

We would be happy to help you as soon as we have your Case number.

If you don't send me the reports, I won't be able to analyze the issue.

If I have access to the reports, I'll be able to analyze the issue in detail.

**2. Focus on the positive by saying what you “can” do.**

Your request for documentation regarding next month cannot be met.

We could be able to provide documentation through this month.

**3. Put the burden on yourself, not the reader, if appropriate.**

You have to give us the address.

We need your address to follow up on your request.





# Show Modesty

## ➤ Personal

### **1. Focus on people: Use names and personal pronouns**

This situation should be dealt with by an escalation engineer.

One of our escalation engineers, Amy Lu, can help you with this situation.

### **2. Consider using contractions:**

I'd like to update you about progress on your case.



# Show Modesty

## ➤ Polite

### 1. Use modal verbs

The report is due Friday.

I would like to let you know that the report is due Friday.

### 2. Use magic words: Please, thank you, I'm sorry.

Send me the logs by Friday.

Please send me the logs by Friday.

### 3. Ask a question to soften the message, if appropriate.

Send me the screen shots by Friday.

Could you send me the screen shots by Friday?

# Opening

Choose which you prefer:

Hi,  
I set in my web.config a session timeout .....

Hi Adrian,  
You may want to rethink the approach to this.....



# Opening

## Formal

Dear Mr.,/Ms.  
Zhang,

Dear Jane,

Dear Sir,

## Informal

Hi (name),

Hello (name),

...

Circumstances alter cases:

Thanks for your post./Thank you for  
posting in MSDN forum.



# Closing

Hi,  
I will mark the reply as an answer. If you find it no help, please feel free to unmark it and follow up.  
Best Regards,  
XXX.

This allowed me to declare the namespace no problem and the app is now running. Thanks for your extremely timely help.

Edited by XXX



Best regards/ Regards...

# Closing

## Formal

Best regards,  
Best wishes,  
...

## Informal

Cheers,  
Thanks,  
All the best,  
...

Avoid: Hope it helps!/ Hope this can help.  
Thanks,  
...



# Closing

If there's anything you'd like to know, don't hesitate to post in this forum.

If I can do anything for you, please don't hesitate to let me know.

I'm glad to be of help to you.

If there's anything else I can do for you on/ regarding this matter, please feel free to post back.

If you want additional recommendations on this, please let us know and we can try to see if this is possible.

Please let me know if there's anything I can do to help.

If you have any further questions, please feel free to post in this forum.

If you have any other questions about my reply, please let me know freely.

# Closing- If op raised another question which was not related to the original one

- In this thread, we are mainly discussing about..., ...
- Since your new question is not directly related to the original issue, it would be better if you open up a new thread for the new question. In this way, our discussion here will not deviate too much from the original issue. This will make answer searching in the forum easier and be beneficial to other community members as well.
- Thank you for your understanding.



# Common Writing Errors





# Common Writing Errors

1. Sorry for the delay respond.
2. Is this issue show up every time?
3. You may following below steps.
4. Please check the issues is still.
5. I please him to pass me the file.
6. First, may be your CD-Disk is wrong.
7. I think you'd better look into.
8. I wish we can keep communication.
9. From the phenomenon that you described.
10. I have a technic training these days.
11. Let me check what is the matter/problem of the IE.
12. Let us do below try:



# Common Writing Errors

13. There are three customers asking me questions.
14. Do you install any software to your computer?
15. I guess that you may sent your first email to...
16. Brain, thank you for your corporation.
17. Once received your signal, I will go there as soon as possible.
18. Please kindly give me a reply.
19. The old documents go to expire with time goes.
20. I believed that our product could be your correct choice.
21. I want you to give me some printscreens.
22. Check your light is lighting.



# Common Writing Errors

- 23. I am interesting to know how many action plans you tried so far.
- 24. Try to solve this problem as what I say.
- 25. I command you to install...
- 26. BTW, thanks for your supporting to our new product.
- 27. I promise I'll give you a perfect solution.
- 28. Check your software is no problem.
- 29. In addition, the price for our new product is cheap.
- 30. It's very glad to get your email.



# Using “I” or “me”

	When to use	Example
I	When you're referring to the <b>subject</b> of a sentence or clause	Julia (subject) and <b>I (subject)</b> always go together.
me	When you're referring to the <b>object</b> of a sentence or clause	Will you (subject) be coming with <b>me (object)</b> to the store?

1. Claire and \_\_\_\_\_ are going for coffee.
2. Rose spent the day with Jake and \_\_\_\_\_.
3. Harry and \_\_\_\_\_ went to the store.
4. Jake invited Brian and \_\_\_\_\_ over for dinner.
5. Will you take my brother and \_\_\_\_\_ to the movies?
6. Sam, Jennifer, and \_\_\_\_\_ went to the beach.



# Using “close” or “near”

- **Near:** is more of a technical term, usually implying a short distance in physical space.  
e.g. Angela and Jerry live near to each other.  
The conflict is unlikely to be resolved in the near future.
- **Close:** can, in addition to short physical distance, also refer to all kinds of distances, such as emotional relationship, temporal near-coincidence, a difference in meaning.  
e.g. close family, close friends  
a close call / shot  
The explanation is close enough to the truth.  
Angela and Jerry are close to each other.  
She needs to keep a close eye on this project.





# Using “close” or “near”

- You answered right away. You must have been sitting [near / close to] the phone.
- Stand [near / close to] the door so you can hear what's going on in his office.
- Two tickets, please. I'd like something [near / close to] the stage.

## Exercise:

1. The Smiths live in the same town as we do, but not very \_\_\_\_ us.
2. I'm sorry to hear that your uncle died. Were you very \_\_\_\_?
3. You gave a good answer, but it wasn't completely correct. It was \_\_\_\_ right, though.
4. We're very pleased that we found an apartment \_\_\_\_ to the company.



# Using “Please” or “Kindly”

- Please and kindly also share very similar meaning (please).
- Kindly is stronger and more formal than “please” and tends to connote the idea of “Do this – or else”  
e.g. Kindly send me the log files when I am still in the company.
- According to Longman dictionary, “kindly” is used by the writer when he/she is annoyed (used ironically in a sense). “Please” sound more easy and natural thus do not use “kindly” in requests where “please” will do.
- Do not use “please” and “kindly” at the same time, since both have the same meaning of please.





# Verb Tense

- **Simple Present: They walk**
- **Present Perfect: They have walked**
- **Simple Past: They walked**
- **Past Perfect: They had walked**
- **Future: They will walk**
- **Future Perfect: They will have walked**

Exercise:

1. Opening & introducing yourself: \_\_\_\_\_
2. Restating customer's problem: \_\_\_\_\_
3. Describing actions taken by customer or engineer:  
\_\_\_\_\_
4. Giving action plan: \_\_\_\_\_
5. Describing what will happen after action plan taken: \_\_\_\_\_
6. Closing the case: \_\_\_\_\_



# Avoid weak verbs

- We often use the verb “to be” (is, are, was, were) when more active verbs are clearer. Logical speaking, the phrase “A is B” essentially means “A equals B”. In contrast, other verbs – such as “to improve” “to clarify” “to modify” or “to destroy” – imply more of a dynamic relationship between A and B.
- Using strong verbs also means cutting down the redundancies, thus making your sentences more concise.  
e.g. << Refer to Appendix 2 for 100 Essential Business Verbs >>



# Give Direct Instructions

- Direct instructions increase comprehension; help to make your sentences shorter thus more concise
  1. It is best to reboot your computer after you install all the updates.
  2. Users should backup important data regularly.
  3. It can be dangerous to the receivers when sending emails from a device that has no anti-virus software installed.



# Exercise

Is the sentence below a strong or weak one? How to make it sound stronger?

<< One way to improve your writing is to use strong verbs. >>



# Samples

- [Response.BinaryWrite and ClientScript.RegisterClientScriptBlock](#)
- [how to enable validator depending on the value in textbox n javascript](#)
- [How to change Pie chart color](#)
- Using passivity: [Sample](#)

Thank you!

