

**Course: Business Correspondence and Communication (POFT 2312)**

## Key Activities in Critical Work Function 2

## Key Activity 2.1

Addresses the customer either in person, by telephone, e-mail or other means

**Activity:** Business Letter to Customer

**Objective:** Write a business letter to a customer.

**Instructions:** Assume you are Barbara Hernandez. Write a response to Mr. Childers' letter shown below. Use modified block style and mixed punctuation. Tell Mr. Childers that the rental fee, which is \$175 per day or \$1,000 per week, does include insurance. You have a houseboat available for July 17-24, but definite reservations must be made for that time and for the week following, if Mr. Childers decides to stay two weeks. Your houseboats can travel about 100 miles on the inland waterways of the Delta. Rainbow Resort provides bedding, dishes, and kitchenware. Yes, each houseboat has a TV set. You also provide an AM/FM radio and a stereo cassette player. Your houseboats accommodate four to ten people, and you require a deposit of \$500 for a one-week reservation. Reservations must be received by June 1 to ensure a July vacation. Your houseboats are easy to operate. No special training is required, but you do give each operator about 30 minutes of instruction. Send Mr. Childers a brochure describing Rainbow Resort and the memorable holiday he and his family can enjoy. The scenery and attractions are good.

Mr. Childers' Letter

1201 Hollywood Street  
Dallas, TX 75235  
March 1, XXXX

Ms. Barbara L. Hernandez  
Manager, Rainbow Resort  
1102 West Brannan Island Road  
Isleton, CA 95641-1102

Dear Ms. Hernandez:

I saw an advertisement recently in *Sunset* magazine where Rainbow Resort rents houseboats. My family and I (there are three kids and my wife and me) would like to take a vacation on a houseboat from July 17 through July 24 in the California Delta area. We've never done this before but it sounds interesting.

Please send me any information you may have. I'll have to make my vacation plans soon.

I have no idea how much this might cost. If we rent a houseboat, my wife wants to know do you provided bedding, dishes, pots and pans, and the like? I'm wondering about navigating a houseboat. Will I have to take a course or training on how to operate it? It may be too difficult for me to run. How far can we travel in the Delta area in one of your houseboats? What if we decide to stay on more than one week? I actually have two weeks of vacation, but we may want to travel in our RV part of the time. Does insurance come with the rental fee? My kids want to know if it has TV.

Yours,

*Leslie E. Childers*

Leslie Childers

## Key Activity 2.3

Responds to customer's comments and questions

**Activity:** Response Letter to Customer

**Objective:** Write a letter that complies with a customer's request.

**Instructions:** Respond to Mrs. Tiffany Lane, Noah's Ark Children's Center, 4359 Blue Creek Road, Austin, TX 78746. You need to explain the three ways that Krispy Kreme helps organizations raise funds. Use the Krispy Kreme website to gather information, but summarize and paraphrase what you find. Compose a letter that not only provides information but also promotes your product. Consider using bullet points and paragraph headings to set off the major points.

### **Scenario**

Despite low-carb diet fads, people still crave yummy doughnuts—especially the oh-so-light yet rich and scrumptious Krispy Kreme creations. As a customer service representative at Krispy Kreme in Winston-Salem, you have received a letter from a customer interested in using your doughnuts as a fund-raising activity for Noah's Ark Children's Center. Although much of the information is at the website, you must answer this customer's letter personally.

## Key Activities in Critical Work Function 3

### Key Activity 3.3

Informs customer about service, policies (returns, warranties, guarantees, service plans)



**Activity:** Informative Letter to Customer

**Objective:** To inform customer regarding new policy regarding passengers under 21 using direct and indirect patterns.

**Instructions:** Develop a letter to send to Sheryl Kiklas refusing her request to set up student tour packages and informing her of the new policy that has been instituted by Carnival Cruises regarding travelers under the age of 21.

### Scenario

The world's largest cruise line finds itself in a difficult position. Carnival climbed to the number one spot by promoting fun at sea and pitching its appeal to your customers who were drawn to on-board discos, swim-up bars, and hassle-free partying. But apparently the partying of high school and college students went too far. Roving bands of teens had virtually taken over some cruises in recent years. Travel agents complained of "drunken, loud behavior," as reported by Mike Driscall, editor of *Cruise Week*.

To crack down, Carnival raised the drinking age from 18 to 21 and required more chaperoning of school groups. But young individual travelers were still unruly and disruptive. Thus, Carnival instituted a new policy, effective immediately. No one under 21 may travel unless accompanied by an adult over 25. Vicki Freed, Carnival's vice president for marketing says, "We will turn them back at the docks, and they will not get refunds." As Eric Rivera, a Carnival marketing manager, you must respond to the inquiry of Sheryl Kiklas of All-World Travel, a New York travel agency that features special spring- and summer-break packages for college and high school students.

All-World has been one of Carnival's best customers. However, Carnival no longer wants to encourage unaccompanied young people. You must refuse the request of Ms. Kiklas to help set up student tour packages. You must write All-World Travel to break the bad news, inform about new policy, and present new packages. Try to promote fun-filled, carefree cruises destined for sunny, exotic ports of call that remove guests from the stresses of everyday life. By the way, Carnival attracts more passengers than any other cruise line—over a million people a year from all over the world. Over 98 percent of Carnival's guests say that they were well satisfied.

## Key Activities in Critical Work Function 4

### Key Activity 4.3

If customer's expectations are not met, informs the customer of how the company will satisfy the customer's need and facilitate resolution process

**Activity:** Customer Satisfaction Letter

**Objective:** Write a letter to a customer apologizing for a certain mishap and offering better deal.

**Instructions:** Assume you are Charles Smith, a Kodak Customer Service Manager. Write a letter to Mr. Coyle that refuses his demand for \$20,000 but retain the customer's goodwill. Apologize to the customer for the mishap and tell Mr. Coyle that you will give him a digital camera valued at \$225, more than double the cost of the Advantix camera. Inform the customer that a major advantage of using a digital camera is that it contains a LCD panel that enables the photographer to view stored images immediately.

**Scenario**

Charlie Smith, a Kodak Customer Service Manager, receives a letter from a 27-year old Orlando resident requesting that Kodak foot the bill for a repeat round-the-world trip because his Advantix camera malfunctioned and he lost 12 rolls of film. As soon as Smith saw the letter and the returned camera, he knew what was wrong. Of the 2 million Advantix cameras made last year, 20,000 malfunctioned. A supplier squirted too much oil in the shutter mechanism, and the whole lot was recalled. In fact, Kodak spent almost \$1 million to remove these cameras from store shelves. Kodak also contacted all customers who could be reached. In addition to the giant recall, the company quickly redesigned the cameras so that they would work even if they had excess oil. But somehow Coyle was not notified of the recall. When Smith checked the warranty files, he learned that this customer had not returned his warranty. Had the customer done so, he would have been notified in August, well before his trip.

Although Customer Service Manager Smith is sorry for the mishap, he thinks that a request for \$20,000 to replace "lost memories" is preposterous. Kodak has never assumed any responsibility beyond replacing a camera or film. This customer, however, seems to have suffered more than a routine loss of snapshots.

## Key Activities in Critical Work Function 7

## Key Activity 7.2

Maintains contact with customers through correspondence, phone calls, and casual contact in community

**Activity:** Personalized Customer Letters

**Objective:** Prepare personalized letters to customers.

**Instructions:** Credit managers of The Leather Shop have always written individual letters to customers whose accounts are more than three months past due. Accounts that are one month past due are sent a duplicate statement stamped “Past Due.” When an account is two months past due, a gentle reminder is included with the statement that is sent to the customer. A strong printed reminder is sent with the statement when an account is three months past due.

The series of three individual letters is sent in two-week intervals after a customer is sent a strong printed reminder. The first letter uses a positive approach to convince the reader to pay the bill. The second letter points out the consequences of not paying the bill. The third letter gives the customer 10 days to pay the bill before it is turned over to a collection agency.

Ms. Virginia Payne, the credit manager, developed a series of guide forms for the senior staff in the Credit Department to use as a model in writing the individual letters that are always sent out over her signature. To reduce cost and improve productivity, she has asked you to take the following three guide forms and convert them to variable form letters.

Use the following information to prepare personalized letters using the variable form you created:

- a. Prepare a letter based on Guide Form 1 to Mr. Luther Schlicting, 365 Dove Avenue, Rigby, ID 83442-5837, whose account is more than three months past due.
- b. Prepare a letter based on Guide Form 3 to Ms. Judy Smith, 49 Temple Street, Pocatello, ID 83201-9764. You will turn her account over to Livingston and Associates for collection 10 days from today.

### **Form Guides**

Guide Form 1:

(Date)

(Customer’s address)

Dear (customer’s name):

Success in any endeavor is dependent on making good decisions. You made an excellent decision when you purchased your leather goods from The Leather Shop. We decided more than forty years ago to provide our customers with the finest leather available for the price. And that decision is one of the primary reasons we have been successful for so many years.

Until now you have always made excellent decisions on the way you maintained your account with us. However, your (account balance) account is more than three months past due. We hope you will make another excellent decision—the decision to protect your fine credit rating.

You can do so by sending us a check for (account balance) in the enclosed envelope. Please take action now.

Sincerely,

(Senior staff member)

Guide Form 3:

(Date)

(Customer's address)

Dear (customer's name):

We have made many efforts to help you preserve your good credit rating. However, you have not responded to any of our contacts. The attached account summary shows the dates we have contacted you and the status of your account.

You leave us no choice except to refer your account to a collection agency. To give you one last opportunity to avoid the added cost and the damage to your credit rating, we will wait until (date) to turn your account over to Farb Credit Services for collection. The only way you can prevent this unpleasant experience is to pay your account in full prior to (date).

Sincerely,

(Senior staff member)