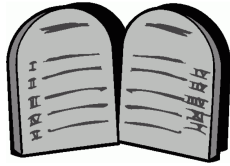


# 10 Commandments for Writing to Customers

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List your five commandments of writing to customers.  
(And grab five from other people...)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
  
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

# 10 Commandments for Writing to Customers

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Sample A

## Customer's Question

To: Local Govt Solid Waste Services  
From: Jane Doe  
Subject: Question about request for special garbage pick-up

Dear Solid Waste Services -

I recently completed the online request form for a special garbage pick-up. I have about 18 cans of old latex paint I want to get rid of. Do you pick up latex paint? Please confirm whether you will take this kind of garbage.

Sincerely,

Jane Doe

## Customer Service Agent's Response

From: Meyer, Joan  
To: Jane Doe  
Subject: Confirmation of Special Collection no. 602556 pick up day  
Wednesday February 13th

Ms. Doe -

Thank you for using our on line special request service. I have scheduled your special trash. Please have your materials at the curb prior to 7:00 a.m. on your day of collection. If you have both special trash and scrap metal to be picked up, you must separate it as two separate trucks collect the specials. The crew will only collect the items you indicated on your request for pick-up. Also, check our website for complete information on preparing items for collection. That information for a trash special can be found here

<http://www.localgovt.gov/swstmpl.asp?url=/dpwt/solwst/colsvc/trash/speccllectio ns.asp>

Sorry we do not collect paint, or wood you need to bring those items to the Transfer Station on RTE. 123 and Main Street.

Joan Meyer, Division of Solid Waste Services  
[joanmeyer@localgovt.gov](mailto:joanmeyer@localgovt.gov)

## 10 Commandments for Writing to Customers

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Sample B  
Crate and Barrel

Start [9:38 p.m.]

info: Thank you for choosing Crate and Barrel. A representative will be with you shortly.

info: Welcome to Crate and Barrel. My name is Susan, how may I assist you today?

Leslie: Hi - I would like to buy a bird bath or bird feeder. Do you sell either of these?

Susan: Hi there! I'd be happy to help you today!

Susan: I will check for you!

Susan: We have carried them in the past but we don't have any at this time. I'm sorry!

Leslie: Thanks anyway

Susan: My pleasure!

Susan: Is there anything else I can help you with today?

Leslie: No thanks

Susan: Enjoy your evening!

Susan: Thank you for chatting with us. We value your feedback. Please click the "End Chat" button at top right to answer a few questions about your experience with us today.

info: Your chat transcript will be sent to [leslie@abbcc.com](mailto:leslie@abbcc.com) at the end of your chat.

End [9:43 p.m.]

## 10 Commandments for Writing to Customers

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### Sample C

#### **Customer's Question**

Subject: I bonds – name change

My name has changed - how do I cash in my bonds since it says they are non transferable?

Monica Williams

#### **Customer Service Agent's Response**

Hi Monica:

United States Savings Bonds are non-transferable. However, this refers to transferring the ownership of the bonds from one individual to another. United States Savings Bonds can be reissued to amend the registration to show a change of name of the bond owner. For example a change of name by marriage.

If you wish to redeem your bonds, you should try taking any bond you wish to redeem and the appropriate proof of your change of name to a local bank, credit union, saving and loan, or any other financial institution that is an authorized paying agent. They should have you sign the back of the bond in both your previous name and your present name with a reference to how the name change occurred. For example, " Mrs. Mary Smith change of name by marriage from Miss Mary Jones."

Or if the local paying agent is unable to redeem your bond, you should have them certify your signature on the back of the bond and submit it and the proof of the change of name to the Federal Reserve Bank that processed Savings Bond transactions for your area, or to this office at the address below.

Accrual Services Division  
Bureau of the Public Debt  
Department of the Treasury  
PO Box 1328  
Parkersburg WV 26106-1328

# 10 Commandments for Writing to Customers

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## Sample D: Comcast

user **LESLIE\_** has entered room. Analyst Dean has entered room

**leslie**> cable is not working since last week's power outage

**Dean**> Hello **LESLIE\_**, Thank you for contacting Comcast Live Chat Support. My name is Dean. Please give me one moment to review your information.

**Dean**> It is a pleasure to have you on chat! First of all, I apologize for whatever inconvenience the issue has caused you but I'll be more than happy to resolve it for you. I hope you haven't waited so long to be assisted. How's your day so far?

**LESLIE\_**> Can you verify whether there is a problem with my cable (TV)? I have web access.

**Dean**> Let me check on that for you Leslie.

**Dean**> I see here that you have a concern or problem with your cable services/box, I understand the trouble that this has caused you and I want you to know how sorry I am for the inconvenience. As your service representative today, I want you to know that your satisfaction is of my topmost priority and I assure you that we can resolve this issue together on this chat.

**Dean**> To ensure the integrity of your account information. Can I please have the Full Account Name? Also, please provide me your 16 digit account number or the last 4 digits of your Social Security Number.

**LESLIE\_**>My name is Leslie O'Flahavan and my husband's name is John O'Flahavan. the last 4 digits of my social are XXXX

**Dean**>Thank you for that information.

**Dean**> Please give me 1-2 minutes to pull up your account, would that be okay?

**LESLIE\_**> When this chat is over, please send me a transcript. My e-mail address is Leslie@ewriteonline.com

**LESLIE\_**> If you need 1-2 minutes, OK, but I did provide the account information before I began this chat.

**Dean**> I'm sorry but I can't send you the transcript of this chat through your email. However you can save it once we are done.

**Dean**> While waiting, here is something that I can share to you. Are you a big movie and TV fan? Comcast now has the best free online streaming and extensive video collection of television shows, movies, trailers and clips online. For you to experience this great entertainment site please visit <http://www.fancast.com> Please check it out

**LESLIE\_**> Please do NOT provide me with marketing information during this chat.

**Dean**> I'm sorry for that.

**Dean**> I was able to pull up your account and checked for outage in your area as well.

**Dean**> What we can do now is try to troubleshoot this issue.

**Dean**> We need to refresh your cable box as well as reconfigure its internal settings by sending a signal to it.

**Dean**> May I ask you to reboot your cable box by unplugging the power cord of your cable box from the power outlet for 1-2 minutes.

**Dean**> Plug the power cord back after 2 minutes in then turn your box on.

**LESLIE\_**> OK, we'll do that

**Dean**> Please notify me once you are done with the process. Thank you.

**Dean**> By the way, please do check on the cable wire connections as well.

**Dean**> Thank you.

# 10 Commandments for Writing to Customers

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**LESLIE\_>** i did check on the cable wire connections before I started the chat and they were OK, as far as I could tell.

**Dean>** Thank you.

analyst **Dean** has been temporarily disconnected. Please wait while the analyst attempts to reconnect. analyst **Dean** has entered room

**LESLIE\_>** OK, we are plugging the cable box back in now

**Dean>** Thank you for your cooperation Leslie.

**Dean>** Is the box on now/

**LESLIE\_>** the box is on now

**LESLIE\_>** But the system still is not working

**Dean>** Alright. Thank you for that Leslie. In order to resolve this issue I will now be sending a signal to your cable boxes.

**Dean>** Just a heads up that it may take up to 30-45 minutes for the signal to take effect but most of the time it won't last that long. Rest assured, once the signal goes through, it will surely fix the problem.

**LESLIE\_>** So what do you want me to do next?

**Dean>** Please leave your box on up until 45 minutes for the signal not to be interrupted.

**LESLIE\_>** OK, so I will leave my cable box on for 45 minutes. Then I should check in 45 minutes to see if the system is working? Correct?

**Dean>** That is correct Leslie. If it will still not work> We may need to schedule a service call for you. But rest assured, the signal sent will take care for it.

**Dean>** I am glad I was able to assist you you today. It has been my pleasure serving you and I truly appreciate your understanding and cooperation. Do you have other concerns for me today? I will be glad to assist you further.

**LESLIE\_>** I am glad that you are confident that the "signal sent" will take care of the problem. I hope you're right! If, however, I need to schedule a service call, how do I do that?

**Dean>** You can chat back or call 1-800-266-2278.

**Dean>** Every information on what we have done is noted in your account for future reference.

**Dean>** Just a quick recap of what we have done to resolve or try to resolve your issue today: rebooted box for it to be refreshed and sent signal to it. Would there be anything else I can assist you with today?

**Dean>** It's been my pleasure to have assisted you and I am happy you contacted Comcast today. We strive to exceed your expectations and hope that you will take a moment to complete the 3 question survey that will follow our interaction, your feedback will help us to continue improving how we serve you. It is with gratitude to have you on this chat and I appreciate the opportunity you've given us today to resolve your issue/concern. Enjoy the rest of your day and take care.

Do you want to watch full TV shows and movies online? Go to <http://www.fancast.com> . Thank you for choosing Comcast as your cable TV provider and have a great day! Comcast appreciates your business and values you as a customer. Our goal is to provide you with excellent service. If you need further assistance, you can chat with one of our Customer Support Specialists 24 hour a day, 7 days a week at <http://www.comcastsupport.com/videochat> . To close this chat, please click the end session button at the top of your chat window.

**Dean>** Analyst has closed chat and left the room

# 10 Commandments for Writing to Customers

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## Sample E

### Customer's Question

From: Arlene@hotmail.com  
To: service@beddingdepot.com  
Subject: Daybed questions

I have some questions about your Thomas Daybed and Trundle (pictured in your Autumn catalog). First, it says this bed is available by catalog or Internet only. Does this mean that there is no way to view one at the Bedding Depot store in my local shopping mall? Also when it says mattresses not included, what size mattress does the trundle bed use? What is your return policy on beds?

Thanks for your help.

Arlene

### Customer Service Agent's Response

From: Terry@beddingdepot.com  
To: Arlene@hotmail.com  
Subject: **Re: Daybed questions**

Hello Arlene,

Thank you for your interest in the "Thomas Daybed and Trundle" (item #85-3905007).

#### **Daybed and Trundle Available For Viewing Online Only**

The daybed and trundle are not available for you to view at our Retail locations. The only way for you to see the bed and trundle are online at our website. You can really get a good look at the bed online, however, as the site includes several images which you can enlarge to examine various details.

#### **Mattress Size**

The daybed and trundle accommodate a standard twin size mattress.

#### **Return Policy**

The beds may be returned within 30 days of receipt for a full refund of merchandise and shipping charges. After 30 days, we will replace or refund your purchase against manufacturer's defects.

#### **Options for Ordering**

You may order your bed online or by contacting our Sales Department at 888-779-5176. If we may be of any further assistance, please contact us.

Regards,

Terry Capron, Bedding Depot Customer Service

## 10 Commandments for Writing to Customers

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Sample F

### Customer's Question

To: Motor Vehicle Administration of Maryland  
From: JaneDoe@aabbcc.com  
Subject: **Disability Placard**

My (permanent) Maryland disability placard expired in March. How do I go about renewing it? The number of my placard is 12345678.

Thanks,

Bonnie Parker

### Customer Service Agent's Response

To: BonnieParker@aabbcc.com  
From: Brandon Nasdar, Motor Vehicle Administration of Maryland  
Subject: **RE: Disability Placard**

BonnieParker,

In regards to your e-mail obtaining a current first-time update disable placard, one would need to complete a VR-123 ( can be down load from the web, under forms) and taken to any full service MVA office, Monday - Friday ,8:30 - 4:30 p.m. , ( If cannot get to the doctors, then the form will allow one 6 months to have the doctors to complete ( still will received a placard) If cannot come in , one may give nortize power of attorney.

Brandon Nasdar  
Motor Vehicle Administration of Maryland



## 10 Commandments for Writing to Customers

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Sample G  
Nordstrom

[14:50:07] Rebecca H: Hello LESLIE, my name is Rebecca, and welcome to Nordstrom!

[14:50:12] LESLIE: hi

[14:51:15] LESLIE: are you there? I want to know if I can return items to you by mail that I bought in a store.

[14:51:32] Rebecca H: You may absolutely return you're store purchased items to us by mail!

[14:51:39] Rebecca H: You can print a return label directly from our website via the Returns & Exchanges page. May I send you a link to this page?

[14:51:53] LESLIE: yes thank you

[14:52:02] Sending: [http://shop.nordstrom.com/c/return-policy?origin=footer&cm\\_sp=20Nav\\_-\\_returns%20exchanges](http://shop.nordstrom.com/c/return-policy?origin=footer&cm_sp=20Nav_-_returns%20exchanges)

[14:52:39] Rebecca H: You will want to click the section that says "Print Form & Label".

[14:52:55] LESLIE: OK, so do I include my receipts for these items?

[14:53:20] Rebecca H: You only need to include a copy of you're receipt and keep the original for you're records.

[14:53:42] LESLIE: Ok that's good. Thanks for your help.

[14:53:51] Rebecca H: You're very welcome! Hope you have a great day!

[14:54:05] LESLIE: Can you send me a transcript of this chat?

[14:54:23] Rebecca H: Certainly! Could I please get your e-mail address?

[14:54:35] LESLIE: Yes. It is [Leslie@aabbcc.com](mailto:Leslie@aabbcc.com)

[14:55:20] Rebecca H: Thank you! I will e-mail you are chat session!

[14:55:28] LESLIE: Ok - thanks for your help.

[14:55:38] Rebecca H: You're very welcome!  
END