

Sample A

Customer's Question

From: veteraneddie@leisure.org
To: pensions@va.gov
Subject: Unclear on medical report

I've applied for a VA pension, and I thought I'd sent you everything you needed to process my pension. But this week I got a letter saying you needed a Status Medical Report before deciding whether I'm eligible for a pension. What exactly do you mean by a Status Medical Report?

Eddie Grand

Customer Service Agent's Response

From: pensions@va.gov
To: veteraneddie@leisure.org
Subject: Re: Unclear on medical report - Tracking number 3322

Mr. Grande:

Thank you for your e-mail responding to our request for a Status Medical Report (SMR). I've checked the status of your application, and you have sent us all other required documentation but not the SMR. After we receive the SMR, we will be able to decide whether you are eligible for a pension.

What Is A Status Medical Report (SMR)?

A SMR is a medical report from a doctor or clinic that you visited in the past six months. The report should show why you can't work. You can download the SMR at www.va.gov/VetHelp/SMR.

When Do We Need The SMR?

We need the SMR by September 30, 2012. We'll have to turn down your claim if we don't get the SMR by that date.

If You Have Questions

If you have any questions, visit our online help center at www.va.gov/VetHelp or call us toll free by dialing 1-800-827-1000. Our TTY number for the hearing impaired is 1-800-829-4833. If you call, please refer to the tracking number found in the subject line of this e-mail.

Sincerely,

John Hansen
Pension Benefits
Veterans Benefits Administration

Sample B

Customer's Question

From: Maribeth Wilson
To: service@CutRateTravel.com
Subject: Renting a PT Cruiser

Dear Cut Rate Travel:

I'd like to rent a Chrysler PT Cruiser on my next trip. How can I find out which company rents them and reserve one for a trip. Can I be guaranteed of getting a Cruiser. I don't want to reserve one and end up getting a Ford Explorer!

Thanks,
Maribeth Wilson

Customer Service Agent's Response

From: Zabi@CutRateTravel.com
To: service@CutRateTravel.com
Subject: Re: Renting a PT Cruiser

Dear Maribeth Wilson:

Thank you for contacting CutRateTravel.com. To search for car rental options and make reservations, please go to CutRateTravel.com.

1. Click on the blue tab "cars". If you already have set up flight arrangements, access your itinerary, and then click on "Add car rental".
2. Enter the city where you want to rent a car. If you would like to search for an off airport rental location, select the "In and around a city" button and enter the city where you would like to rent a car.
3. Supply the pick-up and drop-off dates and times. Select a car rental company from the drop-down list, if you have a preference.
4. Click on "Search".

If you need a different airport drop-off location, want a specific car class, or special equipment, please click on "more search options".

You may then click on "verify rate and continue" at a search option of your choice. The following pages will allow you to specify the driver, enter frequent traveler programs, corporate plans and other rate options. Then you may view the car rental details and proceed toward a reservation.

Thank you for contacting CutRateTravel.com

Zabi
CutRateTravel.com. Best travel deals around! <http://CutRateTravel.com>

Sample C 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@aabbcc.com at the end of your chat.

End [9:43 p.m.]

Sample D

BigBird Airlines

Mike Peterson: How Can We Help You?

Mike Peterson has entered the session.

Leslie: I am flying on BigBird to ATL. I can leave from BWI, IAD, or DCA. Which airport gives me the most options?

Mike Peterson: Leslie, all the lowest fares are published online. We have the same fares online, via chat and over the phone. I suggest you click on the following link to check the lowest fare and book your reservation:

<https://www.BigBird.com/booking/searchFlights.do>

Leslie: That's not what I am asking. Does BigBird offer MORE flights to ATL from BWI, IAD, or DCA?

Mike Peterson: You need to check it online.

Leslie: Wow. So are you saying BigBird has an equal number of flights from each of those DC-area airports?

Mike Peterson: You can check it online by entering the departure and the destination city one by one.

Leslie: OK. I can see this is going nowhere.

Mike Peterson: I apologize for the problem you faced on our website today.

Mike Peterson: Please refresh your page and try again.

Mike Peterson: Is there anything else I may assist you with today?

Leslie: No, there is not.

Mike Peterson: It was a pleasure assisting you. Thank you for choosing BigBird, you have a great day.

Mike Peterson has exited the session.

Thank you for contacting BigBird Air Lines.

What is customer-focused writing?

- _____
- _____
- _____
- _____
- _____

Sample E

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

Sample F

Customer's letter

Dear Auto Purchase Financial Services,

I made a payment online yesterday, and I went online today to check it but the payment has not processed. What's going on?

Kelly O'Brien

Response Letter from Auto Purchase Financial Services

Account Number: 1122334455

Vehicle: Honda Civic 2010

Dear Ms. O'Brien,

Thank you for contacting Auto Purchase Financial Services. When your payment is scheduled on a Saturday, Sunday, Monday, or holiday, Pay Online may not transfer funds on that date. Instead, it will transfer the funds one to two business days later, but the payment will be credited to your account as scheduled.

Your payment of \$625.36 was posted to your account effective for the scheduled payment date, 11/12/2012. This will not show as a late payment on your account or negatively affect your credit rating. Your next payment of \$625.37 is due on 12/06/2012.

We value your business and look forward to servicing your needs in the future. Thank you for visiting us at www.AutoPurchaseFinancial.com.

Sincerely,

Kenneth Fleit
Auto Purchase Financial Services

Sample G

Revise this e-mail so the agent's tone matches her purpose.

Customer's Question

Please note that my last name is misspelled on my account. Last Name should be spelled O'FLAHAVAN not O'FLAHAVEN.

Thanks,

Leslie

Customer Service Agent's Response

Dear Customer,

Thank you for contacting HomeWorks. Your request has been forwarded to the appropriate department to correct your name, as provided in your email. The updated information will show on your account within one or two business days. In the future, customers should try to correct any mistakes in their accounts by logging in to My Account and taking appropriate steps there.

Sincerely,

Estela Edwards
HomeWorks

Sample H

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

Writing Customer-Focused E-Mail, Chat, and Letters

Sample I 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 at the end of your chat.

End [9:43 p.m.]

Sample J

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

Writing Customer-Focused E-Mail, Chat, and Letters

Sample K 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

[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

[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

Sample L

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

Writing Customer-Focused E-Mail, Chat, and Letters

Customer service writing improvement plan

1. Which sample in this set of handouts was most relevant to the writing done at your customer service organization? Why?

2. Which of the seven traits of customer-focused writing do you struggle with the most? Which is easiest?

3. What two steps will you take to improve writing skills in your organization?

4. What changes to the way your e-mail or chat system works would improve writing quality?

5. How could managers help staff write better e-mail, chats, or letters to customers?
