

Five words to describe Abercrombie's brand personality

1. _____
2. _____
3. _____
4. _____
5. _____

How Abercrombie uses a brand voice that matches its brand personality

info: Let us grab a rep to chat with you.

info: You are now chatting with A&F agent 'John'

John: Hey, what's up? How can I help you today?

Susan: i ordered a package on 11-26-14 and fed ex can not find it ??? tracking number is *****086367. FedEx said to contact you????

John: Yeah, sure! I can help you with that.

John: Can I have your order number please?

Susan: 1234567

John: Thanks! Can I also have your email address?

Susan: Susan123@gmail.com

John: Give me a second and I'll check into that for you.

John: Here's your tracking information. FedEx said that they don't know what happened to it?

Susan: Yeah. Nicenow what??

John: You can email us and we can get another order out to you. Let me grab the address for you.

John: Email us at Abercrombie@abercrombie.com

Susan: Just email U and give my order number 7 tracking number???

John: Yeah. Give us your order number we'll let you know what's up with your order. If FedEx lost it, we'll make it right.

Susan: K. Thx! Bye.

Five words to describe your airline's brand personality

1. _____
2. _____
3. _____
4. _____
5. _____

Which words give this email its voice?

Dear Mr. Roberts,

Your inquiry of 17 February has been received through our Customer Care Line.

Our records indicate that your original ticket (Las Vegas to New York on 14 February 2015) was purchased through a travel agency. The ticket issued by said travel agency issued was a coach ticket for \$1,254.99.

Further, the ABC Airlines gate agent collected a First Class upgrade fee of \$349, thus you were accommodated in our First Class Cabin on your scheduled flight. Therefore, the applicable service fee was collected.

In addition, our First Class passengers are allowed to check up to two bags without charge. We have, therefore, authorized our Refunds Department to credit the account (card number ending in 3478) for \$25 that you paid for your bag fee. This refund amount will be posted to your next credit card statement or the one thereafter. Please allow up to 15 business days for this refund to appear.

We continue to hope that ABC Airlines remains your carrier of choice.

Sincerely,

Lawrence Webster
ABC Airlines, Customer Care

How does an *adjective noun* reply to this customer?

Dear ABC Airlines

Thank you for your courtesy authorization to waive the \$150 change fee due to my son's surgery and to give me the opportunity to use the LAX to IAD portion of the flight as a credit towards another flight.

However, I haven't had time to firm up my plans to use the one way credit of \$130 towards a LAX to IAD flight as of today. Is there any possibility that you can extend this credit so I could have more time to make my plans to use it? If you could give me 30 to 60 more days I would really appreciate it and then I'll know that it can be put to good use for a future flight.

This is for Ticket 123 1234 123 123 and reservation number ABCDEF.

Thank you very much for your consideration.

Monica Morris