

Show Your Customers You Care: How to Write Email, Chat, and Social Media That Builds Rapport

Does this email from Lord & Taylor speak in the company's brand voice?

Dear Ms. O'Flahavan,

We apologize for the delay in our response.

Thank you for contacting Lord & Taylor. This means that the dress sold out. You will not be charged. It will not ship at a later date. If we do get this item back in stock, you can place a new order and we will honor the price that you would have paid for it. Please accept our sincere apology for any inconvenience this has caused you. If you have any further questions, please feel free to call our Customer Service department at 1-800-223-7440.

Thank you for shopping Lord & Taylor.

April K

Use three versions of a template to help you find your brand voice

Sample A

Maintenance Delay

Thank you for taking the time to write to us. Please accept our sincere apology for any inconvenience caused by the delay on your recent flight.

As safety is our number one priority, there are times we must delay or cancel a flight due to unforeseen maintenance situations. When this occurs, we do our best to ensure that you arrive at your destination in a timely manner, but sometimes factors beyond our control dictate otherwise. We're sorry for the inconvenience caused by our delay. Please know that our maintenance program meets and exceeds Federal Aviation requirements.

Be assured we've shared your feedback with our Technical Operations team for internal follow-up. Whether bad or good, we always appreciate your comments, as we are constantly looking to improve the areas of our service that may be falling short.

We truly appreciate you as our guest and hope we can welcome you on a better Virgin America flight soon.

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Sample B

Maintenance Delay

Thanks for taking the time to write to us about your travel on [date] to [destination]. We're really sorry about the maintenance delay. We understand that you're eager to arrive at your destination, and it's not convenient when you have to wait. And I am sorry to hear that our delay caused you to miss the start of your meeting. I know that must have been frustrating.

As I'm sure you know, safety is our top priority, so we must sometimes delay or cancel a flight to take care of an unforeseen maintenance issue. When this happens, we do all we can to get you to your destination as quickly as possible.

I've shared your comments with our Technical Operations team. They'll use your feedback to help us improve our service.

We look forward to seeing you on another Virgin America flight soon.

Sample C

Maintenance Delay

Thanks for letting us know about the maintenance delay on your flight to [destination] on [date]. We know a delay is a real bummer, and it's not convenient when you have to wait to get to where you want to go! I'm sorry to hear that our delay caused you to miss the start of your meeting. I know that must have been frustrating.

Safety is our top priority. As I'm sure you know, when something needs fixing, we're "on hold" until it's fixed. When an unforeseen maintenance issue happens and we have to delay or cancel a flight, we do all we can to get you to your destination as quickly as possible.

We hear you, loud and clear. I've shared your comments with our Technical Operations team. They'll use your feedback to help us improve our service.

Please don't hold this against us! We have our fingers crossed that we'll see you on another Virgin America flight soon.

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Create an A, B, or C brand voice set for a car called a “Velocity Four”

Sample A

Dear Title and Last Name:

This email is in response to your inquiry dated *Month Day, Year* regarding the value of your 2015 Velocity Four due to the replacement of the steering wheel.

The Velocity Four New Car Limited Warranty requires that Velocity “repair or replace with a new or remanufactured part distributed by Velocity Cars N.A., at its sole option, any factory-installed part that is defective in material or workmanship under normal use.”

Our records indicate that the proper replacement steering wheel was installed in your vehicle by Velocity Dealership Friendlyville, USA in accordance with the terms and conditions of the Velocity New Car Limited Warranty. As such, it is our position that no diminishment of value has occurred as a result of this warranty repair.

Thank you for the opportunity to address your concern.

Very truly yours,
Customer Care Specialist

Sample C

Dear First Name,

Thanks for your email last Tuesday letting us know that you feel like the new steering wheel you got for your 2015 Velocity Four messed up your car. It doesn’t sound likely, but we can tell you’re not a happy camper.

I checked into this situation and now I will proceed to quote you chapter and verse from the Velocity Four New Car Limited Warranty, which requires that Velocity “repair or replace with a new or remanufactured part distributed by Velocity Cars N.A., at its sole option, any factory-installed part that is defective in material or workmanship under normal use.” (Gotta love the fine print!)

My friend, you got the right steering wheel from the kind folks at Velocity Dealership Friendlyville, USA. You got the one covered by the New Car Limited Warranty. So it’s a big thumbs down on your claim. Your car didn’t lose any value after the dealership replaced the steering wheel. Denied! Just kidding 😊

Thanks,
Customer Care Specialist

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Create an A, B, or C brand voice set for a car called a “Velocity Four”

Write the Sample B version of the Velocity Four email template

Revise the “before” version of the SFO Delays template

SFO Delays

We are truly sorry for any inconvenience caused by the continued delays you experienced when traveling through San Francisco International Airport (SFO). Unfortunately SFO experiences more delays than the average airport, due to low ceilings from that famous San Francisco fog. Also, the shorter runways located right next to the water, combined with the fact that there are only two runways operating at SFO, make for difficult landings/takeoffs in adverse conditions.

Please understand that situations such as these are beyond our control. We truly care about our guests and flight crews and when weather delays occur please know our priority is your safety. Again, we regret that you’ve been affected by multiple delays, and hope that we can welcome you on board under better circumstances soon.

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How Virgin America maintains brand voice when writing about legal or regulated issues

Guest's complaint

I booked two round trip tickets from EWR to LAX on 2/13/15 with Virgin America airlines, confirmation code ABCDEF. On 4/3/15, while attempting to cancel those tickets, I was informed that the \$120.00 exit row upgrade fees were nonrefundable. This information is not on my receipt, or the airline websites fee page. The airline will collect these fees from someone wishing to upgrade at the last minute, so the lack of a refund is inappropriate and unacceptable. It increases the posted and accepted cancellation fee from \$300.00 to \$420.00.

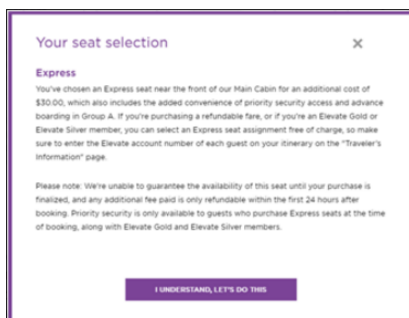
Reply

Dear Mr. Edwards,

Thank you for your recent correspondence to the Department of Transportation (DOT) and Virgin America regarding your experience when you booked and subsequently canceled your reservation. **We are writing to further address your concerns as we take our obligations under the DOT's regulations Enhancing Airline Passenger Protections: Parts 234, 250, 253, 259 and 399, Baggage and Other Consumer Issues, seriously and strive to provide an exceptional experience to all of our guests.** In your correspondence you identified concerns that we would like to address.

First, please accept our apology for the difficulties you've experienced when attempting to obtain a future travel credit for the fees associated with your ticket to travel roundtrip from Newark to Los Angeles.

In your note you mentioned concerns with information provided about fees as well as the ability to be issued a credit for fees you paid for your seat assignment. While we do not issue refunds or credits for fees outside of the 24 hour grace period to the original form of payment, it appears that as a courtesy we issued you an additional credit of \$120 on June 16, 2015. We would like to note, Mr. Edwards, that in order to select an Express seat, as you did during your booking, the following message appears when you select the seat:



In order to continue with the seat selection you must acknowledge that you understand that the fee is only refundable within the first 24 hours after booking. As such, Virgin America respectfully denies failure to comply with the Enhanced Airline Passenger Protections set forth by the Department of Transportation. Nonetheless,

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we are very sorry to hear that the confusion about our policy left you feeling disheartened.

Our goal is, quite simply, to be an airline people love. We take your feedback very seriously and we regret this experience has left you with a negative impression of Virgin America. Mr. Edwards, your continued support is very important to us. We look forward to restoring your confidence in our service on another flight soon.

Best Regards,

Kara

Practice closing the gap between legal requirements and brand voice – Settlement Letter

Dear [Title Last Name]:

You recently contacted Velocity Four Cars North America regarding the subject vehicle, namely [insert VIN]. Requests for assistance are my responsibility and official capacity. Thus, I gladly respond to your request.

This letter serves to officially restate our goodwill offer to you of [amount written out], namely [amount]. Please be advised that this offer is being made as a gesture of goodwill and to express our appreciation for your loyalty to the Velocity Four brand. It is not an admission of responsibility.

We'd like to take this opportunity to remind you that your vehicle is still under warranty. In the event you experience any warrantable problem, please feel free to bring your vehicle to any authorized Velocity Four dealership for service.

To accept our offer, please sign below and return the original signed document via U.S. mail or overnight delivery service to my attention. We respectfully request that you accept or reject this offer within two (2) weeks. Upon our receipt of the requested documentation you will receive our check in approximately three (3) weeks.

Should you have any questions, please feel free to contact me at your convenience.

Very truly yours,