

3.5.14: Assignment- Communicating Different Messages

You are a general manager at a grocery store checking your email when you read the two email messages below. Your task is to write a response back to both emails. As you do so, remember the lessons from this module, and seek to address your customers' concerns—you may see the need to ask clarifying questions, but do not outright dismiss their complaints.

Write your responses in a Word document and submit to your course instructor.

? Email Complaint #1

Ticket: # 108182 – Unwanted commercial email messages sent to our mobile phones

Date: 8/28/2016 11:16:14 AM

City/State/Zip: Austin, Texas 78704

Hello there,

I'd like to report a violation of my personal privacy. Ever since I signed up for your customer rewards card, I have been receiving hundreds of unwanted commercial email messages per month to my mobile phone. I have tried multiple times to unsubscribe from these email messages. I have clicked on the "Unsubscribe" button dozens of times and confirmed the unsubscribe request was received, but it has not stopped the email messages at all.

I have also tried calling the number on my rewards card and spoken with representatives numerous times, but the company has STILL not complied. I am still bombarded with hundreds of unwanted commercial email messages to my mobile phone. Upon speaking with other customers of yours, it seems like ALL of us are going through the exact same thing with you guys, so it isn't just me who is affected by this spam. I don't how to stop this these emails, and I'm about at my wits end, so I am hopeful that you can help.

Sincerely

Peter Davis

? Email Complaint #2

Ticket: # 1523292 – Product Quality

Date: 8/28/2016 2:31:08 PM

City/State/Zip: Austin, Texas 78704

To whom it may concern,

On July 1st, I bought a six pack case of Greek yogurt at your store on SW Main Avenue and 5th Street. Unfortunately, this product not only did not meet any quality requirements, but it also gave me food poisoning.

I am extremely dissatisfied and disappointed with your products because after eating this yogurt, I had a serious allergic reaction. I had to be rushed to the local clinic. Thank goodness I did not allow my children to eat this product—I can only imagine what it could have done to them. Considering that I have had this product multiple times and been fine, but this time when I ate the yogurt I got sick, I am rather sure it is the reason for my allergic reaction. I assume the product had been compromised during shipment to your store or at your store.

I am your long-time and loyal customer. I was always satisfied with the quality of products and services in your store. Therefore, to resolve the problem peacefully, I would appreciate your interest in my problem. I would like to ask you to compensate me with \$300, since I had to spend a large sum of money for paying for medicine (\$60), clinic visit (\$190), and taxi to get there (\$40). The rest of the amount (\$10) would be a refund for the yogurt. Enclosed are copies of all my receipts.

I hope we can come to a peaceful agreement on this issue. I am waiting for your reply and a resolution to my problem. If I do not hear from you before September 30th, I will seek help from a consumer protection agency or the Better Business Bureau if

there is no reply from your side. Please contact me at s.russel@yaja.com or by phone.

Sincerely,

Sheri Russel

Grading Rubric

Criteria	Not Evident	Developing	Proficient	Exemplary	Points
Organization and format	2 pts Writing lacks logical organization. It may show some coherence but ideas lack unity. Serious errors and generally is an unorganized format and information.	3 pts Writing is coherent and logically organized, using a format suitable for the material presented. Some points may be contextually misplaced and/or stray from the topic. Transitions may be evident but not used throughout the essay. Organization and format used may detract from understanding the material presented.	4 pts Writing is coherent and logically organized, using a format suitable for the material presented. Transitions between ideas and paragraphs create coherence. Overall unity of ideas is supported by the format and organization of the material presented.	5 pts Writing shows high degree of attention to details and presentation of points. Format used enhances understanding of material presented. Unity clearly leads the reader to the writer's conclusion and the format and information could be used independently.	5 pts
Content	2 pts Some but not all required questions are addressed. Content and/or terminology is not properly used or referenced. Little or no original thought is present in the writing. Concepts presented are merely restated from the source, or ideas presented do not follow the logic and reasoning presented throughout the writing.	3 pts All required questions are addressed but may not be addressed with thoughtful consideration and/or may not reflect proper use of content terminology or additional original thought. Additional concepts may not be present and/or may not be properly cited sources.	4 pts All required questions are addressed with thoughtful consideration reflecting both proper use of content terminology and additional original thought. Some additional concepts may be presented from other properly cited sources, or originated by the author following logic and reasoning they've clearly presented throughout the writing.	5 pts All required questions are addressed with thoughtful in-depth consideration reflecting both proper use of content terminology and additional original thought. Additional concepts are clearly presented from properly cited sources, or originated by the author following logic and reasoning they've clearly presented throughout the writing.	5 pts

Criteria	Not Evident	Developing	Proficient	Exemplary	Points
Development – Critical Thinking	4 pts Shows some thinking and reasoning but most ideas are underdeveloped, unoriginal, and/or do not address the questions asked. Conclusions drawn may be unsupported, illogical or merely the author's opinion with no supporting evidence presented.	6 pts Content indicates thinking and reasoning applied with original thought on a few ideas, but may repeat information provided and/ or does not address all of the questions asked. The author presents no original ideas, or ideas do not follow clear logic and reasoning. The evidence presented may not support conclusions drawn.	8 pts Content indicates original thinking, cohesive conclusions, and developed ideas with sufficient and firm evidence. Clearly addresses all of the questions or requirements asked. The evidence presented supports conclusions drawn.	10 pts Content indicates synthesis of ideas, in-depth analysis and evidence beyond the questions or requirements asked. Original thought supports the topic, and is clearly a well-constructed response to the questions asked. The evidence presented makes a compelling case for any conclusions drawn.	10 pts
Grammar, Mechanics, Style	2 pts Writing contains many spelling, punctuation, and grammatical errors, making it difficult for the reader to follow ideas clearly. There may be sentence fragments and run-ons. The style of writing, tone, and use of rhetorical devices disrupts the content. Additional information may be presented but in an unsuitable style, detracting from its understanding.	3 pts Some spelling, punctuation, and grammatical errors are present, interrupting the reader from following the ideas presented clearly. There may be sentence fragments and run-ons. The style of writing, tone, and use of rhetorical devices may detract from the content. Additional information may be presented, but in a style of writing that does not support understanding of the content.	4 pts Writing is free of most spelling, punctuation, and grammatical errors, allowing the reader to follow ideas clearly. There are no sentence fragments and run-ons. The style of writing, tone, and use of rhetorical devices enhance the content. Additional information is presented in a cohesive style that supports understanding of the content.	5 pts Writing is free of all spelling, punctuation, and grammatical errors and written in a style that enhances the reader's ability to follow ideas clearly. There are no sentence fragments and run-ons. The style of writing, tone, and use of rhetorical devices enhance the content. Additional information is presented to encourage and enhance understanding of the content.	5 pts
Total:					25 pts

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