

Chapter 3 Challenge

Imagine that you're an email customer service agent for Landon Hotels, and you need to respond to this customer. Feel free to invent any information you need to craft a reply. When you're finished writing your response, watch the solution video to compare your response to mine.

Customer's Email

Dear Landon Hotels,

I stayed at your Freemont, Michigan hotel on November 6, 2016 for one night. When I checked in, I gave the lady at the counter my Landon Points number, which is 11223456. But when I checked out and looked at my bill, I didn't see the 500 points I should have earned for that one-night stay. I should've called or gone back to the hotel to have my bill corrected, but I had to get to a meeting. And then I logged in online and I didn't see the points there in my account either.

This happened to me last August when I stayed at a Landon Hotel. What's going on? Can't you get your records straight? Can you fix this and give me my points for my November stay?

Sincerely,

Marcus Wellsville

Writing tips:

- Use the face-to-face standard to decide whether to apologize. If you were face-to-face with the customer, would you apologize? If the answer is yes, apologize in the email.
- Avoid using cliched language when you are apologizing. Use words that show that you truly are sorry for the mistakes your company made.
- Use empathy statements to show you understand the customer's perspective.