

Material Imprimible

Redacción de correos electrónicos, informes y  
propuestas comerciales

## Módulo 2

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## Inviting a guest speaker

The first paragraph should include the invitation as well as details of the event, such as name, date and location. For example:

- “We will celebrate our anniversary on July 20th and we would like to invite you to attend the celebration and deliver a speech on Green Initiatives”.
- “We are honoured to invite you to be the guest speaker at the Organic Farming Conference. The event will be held on May 9th, at the Four Seasons Hotel in Melbourne”.
- “It is an honour and a privilege to invite you to participate in our annual Congress as speaker for a workshop on the effects of automation on the labour market”.

It is advisable to explain the theme or objective of the event and other relevant information such as the number of attendees that are expected. For example:

- “The conference theme is "Circular Economies" and the event will gather economists, professors and thinkers”.
- “Our goal is to bring people from the local community together to inform them of what our organization does and hopes to achieve this year”.

This type of emails usually includes some words of praise towards the speaker. For example:

- “We believe that your contribution to this area is unparalleled and your insights will be enlightening to us all”.

The inviter should state the topic that he/she would like the speaker to address. For example:

- “We would like to hear your ideas on how you have overcome adversities in the past and turned them into success”.
- “We appreciate it if you could discuss the evolution of deep learning”.

In addition, there should be a line explaining why that speaker would be an ideal one for the event. For example:

- “Your unmatched experience and profound knowledge of education will add an important dimension to what we expect will be a fruitful and worthwhile discussion”.
- “Your expertise and long years of service abroad will be an excellent addition to our program on cultural differences”.

Other information that should be mentioned is the speaker's fees, travel, accommodation and any other expenses that the inviter intends to pay. In some cases, a personal assistant is appointed to take care of the speaker's needs. For example:

- “It is also our pleasure to inform you that we will take care of your flight and hotel reservation”.

If the inviting organisation wants the speaker to deliver a speech for free, the following language would be appropriate:

- “In a recent interview you gave to channel 1, I heard that you take speaking engagements for non-profit organizations at no charge. However, as you are out of the country, we would be glad to cover your travel expenses”.

In the final paragraphs there should be a request for an answer by a specific date.

- “Kindly confirm your acceptance of this appointment. If you are not available for June 5th, we still have time to accommodate to your schedule”.

The email could finish with the inviter's contact number and an appreciation line, like the following one:

- “Thank you for taking the time to read this invitation and I look forward to a positive response”.

### **Making an invitation to an event**

Start by indicating the type and name of the event. For example:

- “You are invited to take part in the forthcoming conference entitled The Future of E-commerce”.

"Forthcoming" describes an event that has been arranged to place place soon. The word "coming" is another option and the word "upcoming" is used in American English. The three words mean the same.

To indicate the name of the event, the words "entitled", "called" or "named" can be used.

Other similar phrases to issue an invitation are the compowing ones:

- “We cordially/warmly invite you to our Cocktail Party celebrating our 20th year”.
- “We would be pleased/honoured/delighted if you could come to the launch party of our new product range”.
- “I would like to invite you to the opening of our new showroom in Buenos Aries”.
- “It is our pleasure to invite you to the Coffee Makers Congress Singapore 2022”.
- “Smith & Herrington invites you to the grand opening of our Houston location”.

Other more personal invitations are:

- “Saturn Spa Centre will be opening its doors on November 1st and we would love nothing more than to see you there when it does”.
- “Our first webinar of the year is on March 10th at 3 pm and we would love for you to join us”.

- “Join us in warming our new home on October 3rd, when you will also be able to try our new wine collection”.

An example of an informal invitation might be the following one:

- “Don't miss out on our 2021 Virtual Toast!”

If you “miss out” on something, you fail to take advantage of or enjoy an opportunity.

The invitation may include the following description of the place and time of the event:

- “The event is due to be held at the Fremont Convention Centre, on September 3rd, 2021 at 9 am”.

If an event is “due to happen” at a certain place or time, it means that it will take place at a particular time. The verb “hold” in the past participle, in the example above, makes the sentence more formal.

In regard to the order of the different pieces of information in a sentence, the place is mentioned before the time. In relation to prepositions, “at” goes before the venue, “on” is used for dates and “at” for time.

A less formal sentence could read as follows:

- “We would love for you to join us in Detroit, on August 10th, 2022, for Open Mind 22”.

The preposition "in" is used for cities.

An invitation also includes what the event will be about. For example:

- “I am writing to invite you to our next talk, where we will discuss the effects of lockdown on the workforce”.
- “The 3-day exhibition will feature leading experts in the field, who will discuss the challenges and opportunities within the construction industry”.
- “This is an invitation-only event intended to foster conversation and learning about a variety of health-related topics”.
- “Join us to learn about crowdsourcing!” (informal)

To explain to invitees what they will get if they join the event, you may write:

- “Please join us for a week of workshops, training and networking designed to help you get your first job”.
- “Discover the workshops and round-table discussions we will be hosting across the event that will help you improve your speaking skills”.

When well-known experts or speakers are invited to an event, communicating their presence can persuade invitees to participate in the event. For example:

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- “We are delighted to feature on this year's programme, some of the key speakers from industry leading firms, such as John Doe, Kate Harris and Sarah Donaldson”.
- “Here is a list of the speakers who will be presenting”.
- “We are excited to welcome Marcus Freewill as our keynote speaker”.

The question of the ticket price should be mentioned as well.

- “Future World is less than a month away but it is not too late to save on tickets. To thank you for your interest in this event, we are offering you a special rate of \$100 if you register by May 18<sup>th</sup>”.
- “The ticket includes a complimentary drink upon arrival, access to all sessions and to 50+ hours of material we have compiled outlining business growth strategies”.
- “Purchase your ticket now and take advantage of the early bird discounts”.

An “early bird” ticket has a lower price on condition that the ticket is bought before it is on sale to the general public.

The following sentences offer examples of how we can encourage invitees to register or confirm if they will attend the event:

- “Reserve you free spot to the event by August 15th by sending an email to [events@abc.com](mailto:events@abc.com)”.
- “Please RSVP by November 10<sup>th</sup>”.



The preposition "by" in the first example means "no later than".

"Rsvp" is a French phrase that means "respond if you please". It is usually included in written invitations to ask invitees to confirm if they will attend.

To finish the email, consider the following two options:

- "I look forward to meeting you in September".
- "Hope to see you there". (informal)

### **Writing an email of complaint**

This type of emails is written in a formal style and one possible manner of starting yourself is by indicating your name and the reason for your complaint. Important dates, such as the date when the goods were delivered or when the problem happened should be included. For example:

- "I am unhappy with the quality of a washing machine I bought on your webpage on May 1<sup>st</sup>".
- "I am sending you this email to complain about the poor internet service provided by your company".
- "I am writing to express my strong dissatisfaction at the treatment I received when I stayed at Florida Moxy Hotel last month".
- "I am writing to inform you of an error in your records".
- "I must complain in writing about the negative attitude of two employees in the administration sector".

- “I am writing to draw your attention to the manner in which your employees are carrying out the Mega project at our firm”.
- “I wish to complain in the strongest terms about the faulty installation of our air-conditioning system”.
- “I would like to register a formal complaint against your company for the reasons outlined below”.

The following sentences are examples of different sorts of problems one may complain about.

If the service was below standard, you may write:

- “The standard of service was poor”.
- “The standard of service left a lot to be desired”.
- “The quality of the service we received was inadequate”.

If you want to complain about personnel, you can write the following line:

- “The staff were rude, impolite, unhelpful”.
- “We were bitterly disappointed by the attitude and behaviour of your after-sales service department staff”.

If you bought a product and it's not in perfect conditions or was not as advertised, you can describe that situation by writing:

- “The product is defective, faulty, damaged, scratched”.
- “I was appalled at the poor quality of the items we received”.

- “The goods arrived in a damaged condition”.
- “It was working fine at the time I bought it but when I reached home, it would not work anymore”.
- “I bought your product but it does not do what is supposed to do”.

If the product you received is not the same as the one advertised on the manufacturer’s website, you can explain this in the following way:

- “The product I received does not match the one shown on your website”.

If a product you bought was delivered later than promised, you can write that:

- “The product reached our offices fifteen days after the promise date. That delay is unacceptable”.

If you received a product different from the one you ordered, explain the situation like this:

- “To my dismay, I have not received the components I ordered”.

The word “dismay” means feelings of unhappiness or disappointment. In a complaint, you indicate that “to your dismay”, something unpleasant has happened.

Suppose that you called the after-sales service department and they just passed you around. Finally, you decided to email your sales representative. You may explain what happened like this:

- “I kept getting shuffled from one person to the next one without a solution being offered”.

If more than one problem occurred, consider writing one paragraph to better explain the situation. When writing an additional paragraph, sequencers, like "first", "second", "third" are useful to organise the information. Words of addition like "besides, moreover, in addition, furthermore" are also useful. Besides, expressions such as "to make matters worse" and "on top of that" are used to mean that a situation is even more unpleasant or difficult.

An email of complaint also includes an action from the party at fault such as a replacement or a refund.

The following sentences are examples of a polite demand for action:

- “I would be grateful if you would send a complete refund”.
- “I am sure there must be a mistake and I would like you to confirm the date of delivery”.
- “Could you look into this matter and let us know the reason for the delay?”
- “I would appreciate it if you could send the missing components by next week”.

- “I hope this matter will receive your immediate attention as you have ever been most helpful”.
- “I realise that mistakes happen and I hope we can sort this matter out amicably”.

The following sentences are examples of a neutral demand for action:

- “To resolve the issue, I would like you to refund the full amount that I paid to my customer account”.
- “I hope you will take measures to ensure this does not happen again”.
- “Please let me know as soon as possible what action you recommend taking”.
- “I am returning the damaged item and I trust you will replace it”.
- “Therefore, I request you send a person to take the faulty product and deliver me the same model in a good condition. If the same product is not in stock, please refund the money I paid for it”.
- “I hope that you’ll deal with this matter promptly as it is causing me considerable inconvenience”.
- “To remedy the present situation, I would like a credit to my account for the amount charged for my purchase”.
- “Due to the discomfort and inconvenience we have experienced, we request a free set”.
- “Please telephone me to let me know how you intend to deal with this”.

The next examples demand action in a stronger fashion:

- “Under the circumstances, I feel that a 15% discount should be applied to the total amount”.
- “Taking into account that your product does not match the claims made in your advertising, I demand that my second order be cancelled”.
- “I demand an immediate replacement”.
- “I feel you are partly responsible for the late delivery and I must insist on full compensation”.
- “It seems only fair that you should send a skilled technician to our location immediately”.
- “As you can imagine, I am upset and I feel entitled to a written apology. I hope you take these points into serious consideration”.

Note that a customer who feels “entitled to” something is one that feels that they have the right to something.

Sometimes a time frame after which the complaining party will take additional measures is indicated. For example:

- “I expect a prompt resolution to this problem and I will wait 10 working days before seeking help from a consumer protection agency”.
- “Unless I hear from you before May 26th, I will be obliged to take matters a step further”.
- “Should these demands not be met within 72 hours, you will be hearing from our lawyers”.

The next sentences show examples of closing lines:

- “I expect to hear from you soon”.
- “I expect your kind intervention and necessary action”.
- “I hope you will deal with this matter without delay”.
- “I feel there must be a reasonable explanation for this situation and I expect your prompt reply”.
- “I look forward to hearing from you within the next ten days”.

### **Replying to a complaint**

A reply to a complaint may start by acknowledging the complaint and with a reference to previous contact, which usually takes the form of an email of complaint or a phone call made by the displeased customer.

The opening paragraph generally includes an apology, which is not tantamount to an admission of responsibility. It just implies expressing your sorrow because the customer is experiencing a negative situation.

For example:

- “I am writing in relation to you email of June 9th. I am deeply sorry for connectivity issues you have experienced”.
  - “It is with great concern and regret that I received your email of August 4th describing the treatment you received in one of our spas”.
  - “I am truly sorry to learn that you were on hold with our customer care department for 15 minutes”.
  - “I am terribly sorry to hear that your experience with our company has not met your expectations”.
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- “I am sad to know that you had such an unpleasant encounter with one of our associates earlier today”.
- “Thank you for taking time out of your busy schedule to write to us and express your disappointment at not receiving the number of items requested”.

Say that you are sorry “for” something that has happened.

The following words can be used before the word “sorry” in order to modify it: “deeply”, “truly”, “genuinely”, “really”, “terribly”, “awfully” and “very”.

Next, the sender should provide an explanation and indicate what actions the company has taken or intends to take to cope with the situation. If the company fails to serve the customer properly, then apologies should be extended.

If the customer is irate, it is necessary to show empathy and not only apologies. For example:

- “I understand how disappointing this must have been for you. This should not have happened”.
- “I would like to apologize for the frustration you experienced at not receiving your order on June 10<sup>th</sup>”.



Companies usually praise themselves for their standard of service or quality of their goods in an effort to make it clear that what happened to that customer is just an exception to the rule. For example:

- “We strive to provide excellent customer service in a timely manner. However, this time I regret to say that we did not provide our usual standard of service”.
- “We appreciate that you have selected our company as your service provider for the last three years, and we would like the opportunity to remedy the present situation and earn your trust again”.
- “We take customer satisfaction seriously and I can assure you that this is not the level of service we would wish for our clients”.

If the negative situation has not been remedied by the time the reply to the email is sent, it is necessary to explain what the company will do to make things right.

- “We have prioritised your case and our team is already working actively to resolve the issue”.
- “John Adams, senior analyst, has carefully examined your case and the results of his investigation have been shared with me. I am advised that...”

In some cases it is advisable to state what the company will do to ensure that the negative situation the complaining customer is experiencing does not occur again. For example:

- “I have made our customer experience team aware of your concerns so they can address any underlying issues and make sure that our customers always have easy access to the information they need”.
- “We take our clients' feedback seriously and you may be interested in knowing that we are developing a new interface that will offer our clients a more fulfilling experience. We will roll this out in the next quarter”.
- “We have taken your recommendations seriously and we will review our renewal processes”.

Some emails of complaint include demands that go against company's policies. In those cases, it is a must to explain what the policy establishes and why what the customer is asking for is not possible. For example:

- “In accordance with our company policy, we do not accept liability for defects with our products if we are not informed of those issues within 7 business days of delivery. Therefore, as you did not notify us until after 15 days of delivery, the after sales service department followed the standard procedure. For more information, you can read our return policy on our website”.

In this kind of explanation, the word "therefore" is a common one as it means "for that reason".

If the company failed to serve a customer well, some kind of compensation will be necessary.

- “In appreciation of the many years you have been a loyal customer, I took the liberty of applying a 10% discount to your next bill”.

- “As an additional way of apologising, we generated an exclusive code to get a 10% discount on your next purchase: ABC123”.
- “I have instructed our manager in Twin Peaks to give you a full refund plus 20% off your next purchase”.
- “As we greatly esteem your relation with ABC, the replacement components will be dispatched tomorrow at no extra cost”.

Once a solution has been proposed, the best course of action is to check if the customer is satisfied and to show willingness to discuss the matter at length.

- “I trust that you will find this a satisfactory response and I hope you will continue being a loyal customer. Once again, I sincerely apologize for the inconvenience. If you would like to discuss this matter further, please let me know when I can contact you”.

The following sentences are examples of ways of closing this type of emails:

- “I appreciate you making us aware of your negative experience. It will help us to improve our services and ensure this does not happen again”.
- “Please accept our humble apologies. We hope that you will continue placing your orders with us and we look forward to continuing serving you for many years to come”.

- “Thank you for taking the time to bring your concerns to our attention. We welcome all feedback and it provides insight into our services and can show us when service improvement is necessary”.

If an employee receives a complaint email which falls outside that person's remit, that situation can be explained in the following manner:

- “Actually, I am not the person you need to contact in relation to guarantees. I have forwarded your email to the after-sales service department and you will be contacted soon”.
- “In relation to your complaint, please note that Fiona O'Neil is in charge of administration. Her contact number is 555-3333”.
- “I have been transferred to the finance department recently, so I am not in charge of logistics any longer. I will forward your complaint to Adam Moore, who is now the head of the logistics area”.

### **Complaint follow-up email**

It is sent to check if a customer's complaint has been taken care of properly. Sometimes companies state what actions they have taken to stop the situation from happening again.

The first paragraph usually states the purpose of the email, acknowledge the problem the customer has experienced and includes an apology. For example:

“I would like to follow up on the complaint you have submitted on September 6th regarding a telephone service outage that affected your business. I am sorry for the disruption this has caused you”.

A second paragraph can be written to set the standard your organisation strives to reach. Besides, the sender can show goodwill to further discuss the matter. For example:

“Satisfying our customers is very important to us and I would like to confirm if the situation has been solved to your satisfaction. If you still need assistance, please let me know what time suits you best and I will contact you shortly”.

The email may conclude with an additional apology and a promise of improvement.

“Once again, on behalf of Matrix Corp., I apologise for failing to serve you well. I assure you that we will continue doing everything we can to improve our services”.