To: Thomas Bell

From: Tony Howell Jr.

Subject: Request for refund or replacement of equipment

Mr. Bell,

I would like to thank you for the purchase of our equipment and your patronage. Your request for a refund or replacement has been intensely considered. I am sure the equipment you purchase served its purpose exemplary.

After careful consideration a decision has been made in regard to your request. Due to the two year warranty policy which was provided with the item you purchase for $1,000 dollars has expired. The warranty does not cover the equipment past the two year period for a refund or replacement.

I do apologize for the malfunction of the equipment and would like to provide you with a couple of accommodations. The first would be a 35% discount coupon on the purchase of new equipment. The second is a 25% discount coupon for the repair service of the equipment. I would like to keep your patronage and assist you with any future purchase.

Sincerely,

Tony Howell Jr.

Product Manager

4450 Peachtree Street

Atlanta, Georgia

(770) 455-6400 Ext 1234

**Directions:**

Assignment 2.2: Bad News Message – Revised Version
  Due Week 4 and worth 100 points

Write a bad news letter to a customer who has requested an exemption to a company’s policy. Possible requests that would be subjects of bad news letters include:

* A request for a refund or replacement of a $1,000 piece of equipment that broke after three years, one year past the warranty date.
* A request for a refund or voucher for a ruined two-week vacation (due to bad weather: rain or snow) at an expensive resort.
* A request to change a company’s “no-pets indoors” policy to a “pet-friendly” policy to allow customers to bring pets inside the restaurant and allow them to sit at tables with their owners.
* A request to change a company’s “pet-friendly” policy to a “no-pet” policy to prohibit customers from bringing their pets into the restaurant’s eating areas – inside or outside.
* Other: Write a bad news message based on another scenario.

The message should take the “form” of a letter; however, you will submit your assignment to the online course shell.

1. Follow proper format.

* Include “to” and “from” addresses and the date.
* Include appropriate greeting and salutation.
* Use bullets as needed to emphasize key points.

2. Show appreciation and concern for the customer from the beginning (possibly with a brief buffer) and throughout the letter. Avoid being overly apologetic or complimentary.

3. Provide the turndown or bad news early in the letter.

4. Make the turndown clear and support it by providing two (2) to three (3) key reasons for the turndown.

5. Provide an alternative and / or a positive expectation of a future with the customer.

Your assignment must:

* Be typed, single spaced, using Times New Roman font (size 12), with one-inch margins on all sides; citations and references must follow APA or school-specific format. Check with your professor for any additional instructions.

Submitting your assignment:

* Submit your assignment through the online course shell.
* You do not need to email your assignment to your instructor.

The specific course learning outcomes associated with this assignment are:

* Use writing process strategies to develop brief business documents, such as routine messages, bad news messages, and persuasive / sales messages.
* Support ideas or claims in body paragraphs with clear details, examples, and explanations.
* Organize ideas logically by using transitional words, phrases, and sentences.
* Use sentence variety and effective word choice in written communication.
* Write clearly and concisely using proper writing mechanics.

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| **Points: 100** | **Assignment 2.2: Bad News Message – Revised Version** |   |
| **Criteria** |  **Unacceptable****Below 60% F** | **Meets Minimum Expectations****60-69% D** |  **Fair****70-79% C** |  **Proficient****80-89% B** |  **Exemplary****90-100% A** |
| 1. Format the letter properly: include “to” and “from” addresses, date, appropriate greeting, and salutation. Use bullets as needed to emphasize key points.Weight: 20% | Did not submit or incompletely formatted the letter properly, did not include “to” and “from” addresses, date, appropriate greeting, and salutation. Did not use or incompletely used bullets as needed to emphasize key points. | Insufficiently formatted the letter properly; insufficiently included “to” and “from” addresses, date, appropriate greeting, and salutation. Insufficiently used bullets as needed to emphasize key points. | Partially formatted the letter properly; partially included “to” and “from” addresses, date, appropriate greeting, and salutation. Partially used bullets as needed to emphasize key points. | Satisfactorily formatted the letter properly; satisfactorily included “to” and “from” addresses, date, appropriate greeting, and salutation. Satisfactorily used bullets as needed to emphasize key points. | Thoroughly formatted the letter properly; thoroughly included “to” and “from” addresses, date, appropriate greeting, and salutation. Thoroughly used bullets as needed to emphasize key points. |
| 2. Show appreciation and concern for the customer from the beginning (possibly with a brief buffer) and throughout the letter. Avoid being overly apologetic or complimentary.Weight: 20% | Did not submit or incompletely showed appreciation and concern for the customer from the beginning (possibly with a brief buffer) and throughout the letter. Did not submit or incompletely avoided being overly apologetic or complimentary. | Insufficiently showed appreciation and concern for the customer from the beginning (possibly with a brief buffer) and throughout the letter. Insufficiently avoided being overly apologetic or complimentary. | Partially showed appreciation and concern for the customer from the beginning (possibly with a brief buffer) and throughout the letter. Partially avoided being overly apologetic or complimentary. | Satisfactorily showed appreciation and concern for the customer from the beginning (possibly with a brief buffer) and throughout the letter. Satisfactorily avoided being overly apologetic or complimentary. | Thoroughly showed appreciation and concern for the customer from the beginning (possibly with a brief buffer) and throughout the letter. Thoroughly avoided being overly apologetic or complimentary. |
| 3. Provide the turndown or bad news early in the letter.Weight: 15% | Did not submit or incompletely provided the turndown or bad news early in the letter. | Insufficiently provided the turndown or bad news early in the letter. | Partially provided the turndown or bad news early in the letter. | Satisfactorily provided the turndown or bad news early in the letter. | Thoroughly provided the turndown or bad news early in the letter. |
| 4. Make the turndown clear and support it by providing two (2) to three (3) key reasons for the turndown.Weight: 10% | Did not submit or incompletely made the turndown clear and did not submit or incompletely supported it by providing two (2) to three (3) key reasons. | Insufficiently made the turndown clear and insufficiently supported it by providing two (2) to three (3) key reasons. | Partially made the turndown clear and partially supported it by providing two (2) to three (3) key reasons. | Satisfactorily made the turndown clear and satisfactorily supported it by providing two (2) to three (3) key reasons. | Thoroughly made the turndown clear and thoroughly supported it by providing two (2) to three (3) key reasons. |
| 5. Provide an alternative and / or a positive expectation of a future with the customer.Weight: 10% | Did not submit or incompletely provided an alternative and / or a positive expectation of a future with the customer. | Insufficiently provided an alternative and / or a positive expectation of a future with the customer. | Partially provided an alternative and / or a positive expectation of a future with the customer. | Satisfactorily provided an alternative and / or a positive expectation of a future with the customer. | Thoroughly provided an alternative and / or a positive expectation of a future with the customer. |
| 6. Clarity, writing mechanics, and formatting requirementsWeight: 25% | More than 8 errors present | 7-8 errors present | 5-6 errors present | 3-4 errors present | 0-2 errors present |