

HSP101 – Service Leadership

Email Assignment

Due Saturday, June 19, 2021 @ 11:59 pm

Value = 10%

Using Email Effectively

An increasingly important part of customer service is the skill to write an email in response to a customer complaint or incident impacting the customer. The ability to write clear, concise, appropriate, and accurate messages is therefore an essential skill for anyone working in customer service. This assignment will require you to consider what goes into creating an effective message and to demonstrate your ability to do so.

Your email message will be evaluated based on:

•**Your Introduction** (Introduce yourself, your title and the company you represent as per the scenario)

•**Recap the scenario** (explain what has happened in some detail) and as well as any compensation you will provide if you decide to do so, and you should offer realistic compensation.)

•**Options regarding the actions to be taken** (what you will be doing to remedy it (2 OPTIONS FOR THE CUSTOMER TO CHOOSE FROM))

•**Support Material** (If you are providing compensation – which you should be, provide documentation such as vouchers, coupons, Invoices, etc. as attachments that would go with your email) Be sure to submit on a separate sheet your vouchers, coupons, Invoices as indicated in your email. They do not need to be anything fancy but there must be something there to indicate what you have promised. If you want to be creative with them, that is always appreciated.

•**The summary and closure** For customer understanding recap what your remedy to the situation is as well as any compensation you are offering, including any documentation attached to the email. Ensure you close with your name, title, and the name of the company you represent as per the scenario and any contact information for the customer to get back to you – phone number, email, hours you are available.

•**Grammar** - Punctuation | Sentence structure | Spelling | Correct, proper, and appropriate word choices | Proper use of paragraphs.

Step 1:

Review the included email sample as well as the readings linked with this assignment, below. This will give you a better understanding of how to create a professional and appropriate email communication.

Step 2:

Use MS Word document to record all of your answers to the tasks outlined in both PART A and PART B, which are outlined below. Be sure to put “Email Assignment” as a title at the top of your document and your name and student number underneath. Also, be sure to label PART A and PART B appropriately so your responses for each part are clearly identified for your facilitator. Save your file using an appropriate filename.

PART A:

Based on the information you learned from reviewing the readings, list and explain the following:

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- 1) Message Content:
 - a. Using the sample email for reference, identify and list the things that are either wrong or missing for a proper professional email.

- 2) Message Delivery:
 - a. Identify 2 things you SHOULD NOT do when sending a professional email and explain why you should not do them.

Be sure to label your responses clearly and make sure you have explained your points clearly.

PART B:

- 1) Read the brief case scenario outlined below.

- 2) Read the sample “**Email to a Customer**” message that is posted in the Email Assignment folder (located under the Assignments menu tab). This is a sample email communication that was created for the case scenario shown below, but this message could be improved.

- 3) Consider how the email message could be improved. Based on what you’ve learned on how to create a professional email, write your own email for a proper, professional email message for the case scenario shown below (use your own name but use a fake phone number for the purposes of this assignment). Make sure your message is appropriate, professional, and addresses the situation outlined in the case scenario. You can use the Rubric as your guide. Make sure that your email is clearly labelled in your assignment file so your professor can easily identify it as your assignment.

Case Scenario:

You are a catering coordinator with the Grand Hotel. Your clients Joe Borden and Patty Smith are being married tomorrow with the reception for 500 people at your hotel. The wedding cake has arrived and it is badly damaged. Your manager asks you to email Patty and notify her of the situation. Write the email you would send to Patty.

Step 3:

Save your completed assignment file, which should contain

- 1) A proper title for your assignment (Email Assignment)
- 2) Your name
- 3) Your answers from PART A
- 4) Your email from PART B

Step 4:

Submit your completed assignment file to the email assignment submission link that is posted in the Email Assignment folder located under the Assignments menu tab.

Congratulations! You’ve completed this assignment!

Resources

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Review the following articles by clicking on the link below:

Top 10 Strategies for Writing Effective emails by Jessica Baur, 2000 and revised by Dennis G. Jerz

<https://jerz.setonhill.edu/writing/e-text/email/#subject>

5 Top Customer Service Articles for the Week of March 14, 2016

Scroll down to “How to use Positive Communication in Customer Service” by Olga Kolodynska

<https://hyken.com/customer-experience-2/5-top-customer-service-articles-week-march-14-2016/>