

Authentic
Workplace
Communication
in English

2

for Christopher, Emily and you

Answer Book

Witman

Witman

York Cheng

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1 Telephone Calls

Activity 1 (page 2)

1. Do not chew gum or eat while on the phone.
2. Smile while you talk; this makes your voice sound brighter,
3. Find out the name of the caller as soon as you can, and use it.
4. If you have to ask a caller to hold on, keep going back and assuring him/her that you will not keep them waiting too long.
5. Do not call anyone before 8am or after 10pm unless it is either an emergency or you have their prior permission.
6. Don't lay the receiver on the desk, without placing the caller on hold, as the caller will hear everything being discussed in your office.
7. End all calls with a polite comment such as 'Good Bye' or 'Thank You.'

Activity 2 (page 5)

Step 1: offering to do something (to take a message)

Step 2: responding

Step 3: asking the caller to wait

Step 4: leaving a message

Step 5: promising an action

Role-Play (page 6)

Dialogue 2

Tel No : 2324 6543

Dialogue 3

Name of company : China Bike Tours

Dialogue 4

Message : Please call back. Urgent.

2 Language of Telephoning

Activity 1 (page 13)

1. Hello, this is ... I'm calling from Media Plus ...
2. Hello, I'd like to speak to Tony Chan, please.
3. I'm sorry that Mr Lau is on a business trip.
4. Could you put me through to someone who may be able to help me?
5. Could you tell me when s/he will be available?
6. I've got that.

Activity 2 (page 14)

Student A	Student B
<ol style="list-style-type: none"> 1. My name is ... and I am calling about my computer which I took to you for repairs. 3. The model number is JP1234 and it was on the 2nd of March. 5. Can you tell me when it will be ready for collection? 7. I really need it back as I have to compile a report for an important meeting next week. 	<ol style="list-style-type: none"> 2. Could you let me know the model number and when the computer was sent to us? 4. I am sorry to say that the computer isn't ready. 6. It will be ready in 2 days. 8. I am sure it will be ready. I'll give you a call tomorrow to confirm the time for you to collect the computer.

Activity 3 (page 15)

Message for Amy Woo ^② while you were out, Ms Florence Chan ^①
of Hop Hing Oil & Fat Ltd. ^⑤ Tel No. 2268-7753

Phoned	✓	Wants to see you	✓	Please ring	✓
Will call again		Called to see you		Urgent ^⑧	✓

Message: ^⑥
She wants to see you tomorrow about a new order. She said she would like to
discuss the details. Can you phone her as soon as possible? She said it was
important.

Time: 14:30 ^④ Date: 8 March Received by: Joey ^③

Activity 4 (page 16)

1. What is your concern please?
2. May I put you on hold?
3. May I ask who is calling please?
4. I am having a little difficulty hearing you. Can you please speak up?
5. I need to transfer your call to ... (e.g. a dept.) so that they can answer your question. May I do so?
6. While I'm not able to establish the policy on this matter, I will speak to my manager about your concern.

Activity 5 (page 16)

1. b
2. b
3. c
4. d

Activity 6 (page 17)

- (1) ^{This is} *I am* Christopher Chun speaking. *Christopher Chun speaking.*
- (2) ^{I am calling} *I call* from Hong Kong.
- (3) ^{The title is not required} My name is *Mr* Christopher Chun. Can I speak to Mr Woo?.....
- (4) ^{Did} *Do* I call at a bad time?
- (5) A: Can I speak to Mr Chan, please?
- B: I'm afraid he's in a meeting *all right.* *right now*
- A: Oh dear. It's rather *urgency.* *Urgent*
- B: Would you like to leave ^a message?
- A: Can you tell him Christopher ^{called} *call?*
- B: Sure, thanks for calling.

Activity 7 (page 18)

- (a) a request
- (b) an offer
- (c) advice
- (d) certainty
- (e) a request
- (f) asking for permission
- (g) certainty

2. Reported speech (page 19)

Jonathan would like to see Andrew at 4:00 pm today and he wants to talk about the new office in Shanghai. He wants Andrew to call him back before lunch.

Activity 8 (page 20)

Message for Mr Chan while you were out, Ms Melissa Lau
of Buoy (HK) Ltd. TelNo. _____

Phoned	<input checked="" type="checkbox"/>	Wants to see you	<input type="checkbox"/>	Please ring	<input type="checkbox"/>
Will call again	<input type="checkbox"/>	Called to see you	<input type="checkbox"/>	Urgent	<input type="checkbox"/>

Message:
She wanted to confirm the meeting tomorrow at 3 o'clock in the conference room on the 14th floor, NOT 15th floor. Also Ms Teresa Wong will attend the meeting.

Time: 09:35 .a.m. Date: April 28 Received by: Jenny

Activity 9 (page 21)

- (a) on
- (b) at
- (c) of
- (d) in
- (e) at
- (f) on
- (g) to
- (h) for / at
- (i) on
- (j) in

Activity 10 (page 22)

(a) I sent you the catalogue for two days.

two days ago

(b) Are you free in next week?

next week

(c) Can you please call back in 3 o'clock?

at/before/by 3 o'clock

(d) Mr Lau will be available at an hour.

in/after an hour

(e) Ms Black and her assistant are arriving in Hong Kong in the afternoon of March 23.

on the afternoon of March 23

Consolidation Task (page 23)

Questions and answers based on chart.

3 E-Mails

Activity 1 (page 25)

1. Emoticons and abbreviations are difficult to understand.
2. E-mail rules are not observed, e.g. capitalized subject headings and names, and proper salutations.

Activity 2 (page 27)

Emily : E-mail is easy and cheap to use – just a click of a button and your e-mail will reach many people instantly.

Christopher: And it's more reliable than traditional mail because there is little chance of messages going astray.

Emily : It's more convenient than a telephone call.

Christopher: It's time-zone friendly too.

Emily : And it allows you to use highly informal language.

Activity 3 (page 27)

1. Build relationships without having to visit.
2. Speed up orders/keep track of orders.
3. Save money on communication (cheaper than telephone calls).
4. Allow communication from people in different time zones.
5. Can send brochures/details in attachments to save time and money.

Activity 4 (page 30)

1. = d
2. = e
3. = a
4. = f
5. = g
6. = c
7. = b

Activity 5 (page 31)

Dear Ms Cheung

The salutation

We thank you for your e-mail of 19 June.

The message

We are very pleased to inform you that a copy of our current catalogue and price list, as requested, has been sent by post. You will receive it before the end of this week.

The catalogue gives all the essential facts about our products. Please do not hesitate to contact us at 2121-1212 if we could be of any assistance.

We look forward to hearing from you soon.

Yours sincerely

The complimentary closing

Amy Woo
Sales Manager

The signature & job position

4 Language of E-Mails

Activity 1 (page 35)

Readers	Salutations	Closings
1.	Dear Ms Chan	Regards
2.	Dear Mr Ma	Regards
3.	Dear Douglas	Thanks
4.	Dear Sirs	Yours faithfully
5.	Hi, Kathy	Cheers

Activity 2 (page 37)

1. This is like shouting and it is rude and will usually be counterproductive.
2. There are two reasons for a greeting. First, it is just courteous and second, it is confirmation to the reader that the message is for them, not just a Cc or Bcc. It is also important to sign-off your email, as a sign-off indicates that the message is finished.

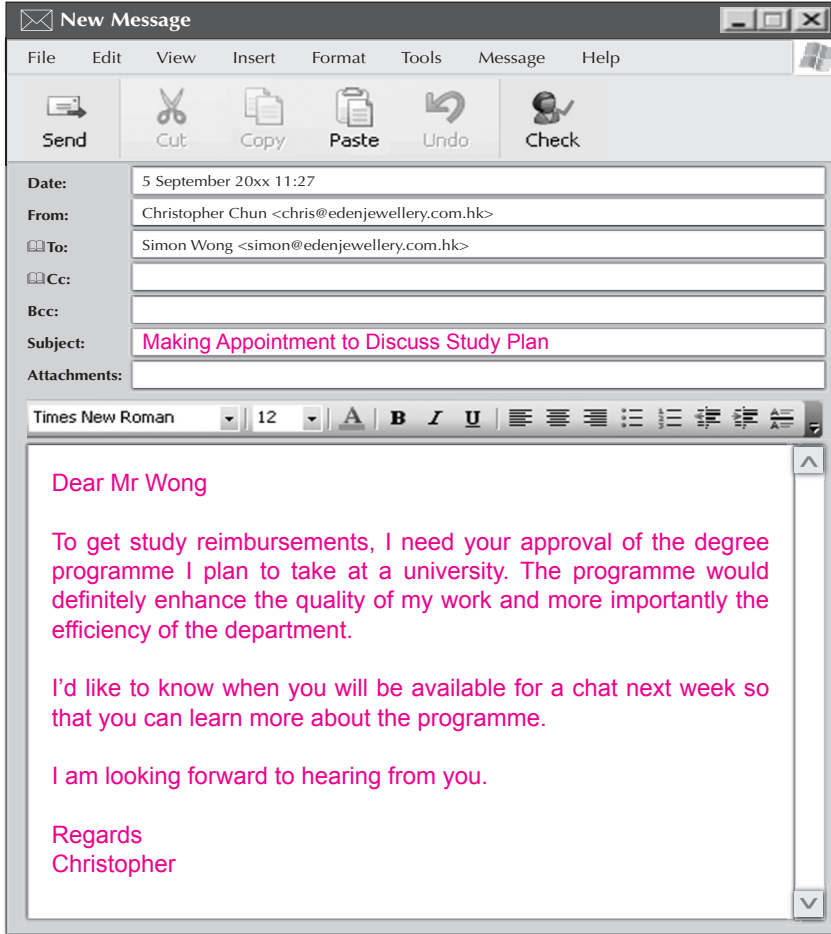
Activity 3 (page 38)

	Degree of politeness 5: the most polite 1: the least	Explanations
a) Please do me a favour.	2	It sounds friendly and used between friends.
b) Can you do me a favour?	3	It's polite, as it's a question form.
c) Would you do me a favour?	4	This is a common request form, using 'would.'
d) Could you do me a favour?	5	'Could' is slightly more polite than 'would.' It is used if you are asking something difficult.
e) Will you do me a favour?	1	'Will' shows directness & sounds 'pushy.' It's a bit unusual to ask for something with 'will.'

Activity 4 (page 38)

1. If possible, can/could/would you send me the document?
2. We look forward to hearing from you shortly.
3. Our office is closed on Saturday afternoons.
4. We are sorry to inform you that the sample is not available right now.
5. Thank you for your e-mail of 15 June.

Activity 5 (page 41)



Consolidation Task (page 42)

Dear Frankie

I wanted to let you know that Joe did very well in the marketing project.

To show our appreciation, can you do something to show him our thanks for his efforts and good work? Please contact me and discuss this as soon as possible.

Regards

Steven

5 Business Letters

Activity 1 (page 44)

Disadvantages of letters

1. It's time consuming to develop an effective and professional letter.
2. There are costs involved: time, stationery (e.g. extra copies), postage, office assistance, etc.
3. Comparatively speaking, letters may be rather formal.
4. There is no instant feedback.

Activity 2 (page 45)

(1)	e	(3)	f	(5)	g	(7)	b	(9)	a
(2)	h	(4)	i	(6)	c	(8)	d		

Activity 3 (page 50)

1. Date
2. Receiver's name and address
3. Salutation
4. Subject heading
5. Contents (Body of the letter)
6. Signature
7. Enclosure

Activity 4 (page 51)

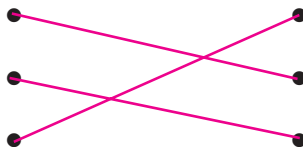
1. e
2. d
3. a
4. b
5. c

Activity 5 (page 52)

Respectful and polite

Apologetic and cooperative

Friendly and humorous



friend

boss

customers

Activity 6 (page 52)

	Formality level	Certainty level	Explanation
1. Let's discuss it now.	<i>Informal</i>	<i>Certain</i>	<i>This is a conversational expression.</i>
2. Could you turn off the computer?	Neutral	Neutral	<i>Could is used to indicate that you are asking something rather difficult.</i>
3. I made it clear that the proposal has to be submitted within a week.	Formal	Certain	<i>Noun clause (...that...).</i>
4. Can we get together next week to discuss the project?	Informal	Tentative	<i>Can is used between friends.</i>
5. I would like to know exactly what action has been taken.	Formal	Certain	<i>The verb form would like indicates a formal relationship between writer and reader.</i>

6 How to Write Business Letters

Activity 1 (pages 56-58)

Text 1: To inform Ms Valerie of a quotation.

Text 2: To inform Mr Lee about delivery of an order.

Text 3: To inform Mr Fung about a summary of defects.

Text 4: To inform the reader about the way a new service is used.

Activity 2 (page 61)

Column A		Column B
1. arrive at the conclusion	●	a) about
2. be of the opinion	●	b) during
3. in the matter of	●	c) nowadays
4. for the purpose of	●	d) to
5. in a position to	●	e) conclude
6. in the course of	●	f) except for
7. in this day and age	●	g) tell me why
8. inform me of the reason	●	h) able to
9. with the exception of	●	i) believe/think

Activity 3 (page 62)

(Date)

Wai Hung Engineering Company
8/F, Room 9, No. 1021 Canton Road,
Kowloon.

Dear Sir/Madam

Office Floors

We are a trading company supplying slimming and beauty products to slimming centres across Hong Kong, and plan to change the floors of our new office.

I would be most grateful if you could send us a copy of your latest catalogue and price list. As we are opening a new office, would you offer us discounts for bulk purchases? We would also like to know the payment method and delivery.

I look forward to hearing from you shortly.

Thank you for your attention.

Yours faithfully

Simon Wong
Administrative Manager

Consolidation Task (page 63)



Eden Jewellery

Shop 4, G/F, Lyndhurst Terrace, Central, Hong Kong.
Tel: 2868 2879

4 March 20xx

~~4th March, 2010~~

Edition Quaille Ltd
Room 15, 8/F, Block A
Wah Tat Industrial Centre
8-10 Wah Sing Street
Kwai Chung

Inquiry about Folders

~~Dear Mr Cheung~~

~~Dear Mr Kenny Cheung~~

(Should go after the salutation)

We are a trading company, and are very interested in the products you are advertising in *Small Business Magazine*.

I would be very grateful if you could send me your illustrated catalogue and a price list. I am particularly interested in purchasing your latest product: Blue Accounting Folders B436.

I am looking forward to hearing from you shortly.

Yours sincerely

~~Yours faithfully,~~

Peter Chan

~~Peter Chan (Mr)~~

cc: Johnson Lee, Systems Manager

7 Memos

Activity 1 (page 65)

1. Memo 1: to inform
Memo 2: to persuade
Memo 3: to inform and build goodwill
Memo 4: to inform
Memo 5: to inform
2. In terms of message tone, it is rather informal, which is realised mainly through the use of personal pronouns like *we* and *I*.

Activity 2 (pages 69-70)

Example 1:

- Amy Leung's job title is not included in the heading.
- The memo is like a sales promotion letter.
- The name of the sender and his job title (in fact, they are NOT required in memos), and a full signature are included.

Example 2:

- The word 'Memo' is not contained, which doesn't clearly indicate this is a memo.
- The required items are not contained: To, From, Date, Subject.
- Bullets should be used in Paragraph 2 to arrange information
- In Paragraph 3, an extension number should be included for other staff to contact Lisa or Anita.
- There are errors of grammar.
- The word 'Administration' and the date at the end are not appropriate.

Challenge (page 70)

However, a memo that includes a handwritten name may maintain a human touch. Having signatures in memos is OPTIONAL. In fact, most writers of memos do not consider them necessary because:

- i) a memo is not a letter, although it is like a letter;
- ii) having them connotes a level of formality, which is considered inappropriate as memos are internal communications and therefore the tone should be rather informal; and
- iii) the names of receivers and the name of the sender are mentioned in the heading.

Activity 3 (page 71)

1. M
2. M
3. E
4. M
5. E

8 How to Write Memos

Activity 1 (page 74)

Part A:

1. Purpose: to inform the reader of the application procedures
2. Purpose: to inform the reader of the subscription
3. Purpose: to persuade (propose to install)

Part B:

1. **Use of Pantry**
2. **Donation of Money**
3. **Reimbursement for Travel Expenses**

Activity 2 (page 76)

Memo 1:

Step 1: Purpose (to inform the postponement of the meeting)

Memo 2:

Step 1: Introduction (Para 1)

Step 2: Problems (Para 2)

Step 3: Solutions (Para 3)

Step 4: Action (Para 4)

Step 5: Attachment & asking for a response (Para 5)

Memo 3:

Step 1: Introduction/Purpose (Para 1)

Step 2: Additional information (Para 2)

Step 3: Action (Para 3)

Memo 4:

Step 1: Introduction/Purpose (Para 1)

Step 2: Additional information (Para 2)

Step 3: Asking for a response (Para 3)

Memo 5:

It's a memo report and the writing method is slightly different from the rest of the 5 sample memos. Ideas are organised according to the following:

Step 1: Introduction/Purpose (subheading 1)

Step 2: Details (subheadings 2-6)

Step 3: Action (encouraging the reader to take further action) (subheading 7)

Activity 3 (page 77)

Memo

From: Melissa Lau, Human Resources Department
To: All staff
Date: 15 December 20xx
Subject: Maternity Leave for Male Staff

With effect from 1 January 20xx, married male staff will be granted 5 days' paid leave if their wife is expecting a baby.

Please note that you are required to attach medical documents to the application for leave form.

For details about the new policy, please contact Emma Chang at ext. 7759.

Activity 4 (page 80)

1. You will receive \$50,000.
2. The manager cancelled the meeting because he was ill.
3. We have decided that we cannot hire Mr Chan as manager.
4. We received the 100 sets of computers on Thursday and discovered 20 computer screens are cracked.
5. We should recruit more staff because the China market is expanding.

Activity 5 (page 81)

Memo

To: Andrew Lo, Factory Manager
From: Simon Wong, Administrative Manager
Date: 10 March 20xx
Subject: CEO's Visit to Factory

Our CEO will visit our factory next Tuesday, 7 December. Please note that she is very keen on appearances, and that everything must be spotlessly clean.

She would like to speak to some workers, and so pay particular attention to staff appearance and to the staff canteen where she will have lunch.

Consolidation Task (page 82)

To: Sally Tang
From: Philip Chan
Date: 11 January 20xx
Subject: Staff Turnover Rate

As requested in the meeting of 4 January, I have compiled the data on staff turnover for the last complete year. The results are below:

Jan	: 3%
Feb	: 2%
Mar	: 8%
Apr	: 4%
May	: 5%
Jun	: 5%
Jul	: 3%
Aug	: 4%
Sept	: 6%
Oct	: 2%
Nov	: 3%
Dec	: 4%

For information about individual employees' punctuality, please let me know.

9 Notices

Activity 1 (page 85)

Items of the Notice	Put a '✓' if memos have the same items
1. <i>The name of the sender</i>	✓
2. The date	✓
3. The reference	
4. The subject heading	✓
5. The complimentary closing	

Activity 2 (page 86)

Students' own answers.

Activity 3 (page 90)

	Notice 1	Notice 2	Notice 3	Notice 4	Notice 5
Q.1	Newspapers.	Office contexts.	Housing estates.	Office contexts.	Magazines or community board context.
Q.2	To warn about copyright infringement.	To encourage people to be environmentally friendly.	To inform residents of the replacement works.	To tell employees what to do when leaving the office.	To inform people about the foundation and its activities.
Q.3	Formal language with a threatening tone	It is very short but effective.	i) There are a variety of writing methods such as table, underling, boldfacing, numbering system. ii) It is written on a preprinted form.	It uses a conditional structure with a numbering system.	It uses boldfacing and headings to arouse the interest of the reader.
Q.4	Yes, language used and the layout match the communicative purpose.	Yes. It is focused. Readers waste no time.	No. It is loaded with a lot of information. Readers may just scan the notice.	No. There is a lot of information. Readers may read the notice without going through all the detail.	No. There is a lot of information. Readers may scan the notice only.

10 How to Write Notices

Activity 1 (page 97)

Company Christmas Party



Overtime Work



Activity 2 (page 97)

Similarities	Differences
<ol style="list-style-type: none"> Essential items (layout) <ul style="list-style-type: none"> The sender's name The date Subject heading Writing methods <ul style="list-style-type: none"> Numbering system Bullet points Underlining, italicising or boldfacing a notice has some of the same purposes as a memo, e.g., <ul style="list-style-type: none"> To inform people about something To request action 	<ol style="list-style-type: none"> Notices do not require any written response from readers, but memos may require feedback from receivers. Notices do not require essential items when they are intended for external readers. Notices are read by a lot of people and usually they are posted on the notice board or a place where it is easily read, whereas memos may be sent to particular individuals. Notices contain general announcements and can be very short – just one sentence, but memos may include a variety of topics.

Activity 3 (page 98)



HYGIENE POINT INSTRUCTIONS FOR USE

- Place your hands under the dispenser
- Get the antiseptic gel
- Rub your hands thoroughly until they are dry; rinsing is not required

Activity 4 (page 99)

Notice	Tone	By the use of
1	<i>The tone is very formal.</i>	i) <i>The copyright ... herein</i> ii) <i>Any publication or reproduction (in any form) of the advertisements herein ...</i> iii) <i>... without the respective advertisers' prior consent ...</i>
2	The tone is firm. It sounds like a command.	Save paper
3	The tone is apologetic and polite.	i) Please be advised ... ii) You are reminded to turn on ... iii) Should you ..., please feel free to ... iv) We apologize for any ...
4	The tone is firm.	GO HOME
5	The tone is rather formal.	Equestrian sport has always been perceived ...

Activity 5 (page 100-101)

1. Students' own answers.

<p>Next Pay Period (heading)</p> <p>The next pay period will begin on August 9 and end on August 20. (content)</p>
--

2.

Notice

Date: 10 August 20xx (1)

Ref: N/HR/18/20xx

From: Jerry Kong, Assistant HR Manager (2)

Subject: Charity Walk (3)

For those staff members participating (4) in the charitable event, please note the details below.

Date: Sunday (5), 16 August 20xx

Time (6): 9 a.m. – 12:30 p.m.

Place (6): Siu Sai Wan Stadium – Wanchai Sports Ground

Please arrive (7) at Siu Sai Wan Stadium by 8:30 am, and refer to the seating plan of the stadium for the meeting point. If you need further information (8), please contact me at (9) ext.1234.

Jerry Kong (10)

Explanation:

1. **Date:** 10 August 20xx (The date written in numerical format is confusing.)
2. **From:** Jerry Kong, Assistant HR Manager (The job title of the sender should be stated in this section, instead of after the signature)
3. Charity Walk (Capital letters are required to capture the audience's attention in headings)
4. Participating (the present participle form is needed, instead of the past participle)
5. The day 'Sunday' is required as readers would find it clearer as to when the event takes place
6. 'Time' and 'Place' (The singular form is more appropriate in headings)
7. Arrive (the verb form 'arrive' is required after the word 'please')
8. Information (it is an uncountable noun)
9. At (the preposition is needed to describe a phone number or extension)
10. Only the signature is required

Activity 6 (page 102)

a)

President's Farewell Party
Maria Restaurant
7:00 p.m., 23 December

b)

Presentation
Career in Beauty Industry
Conference Room A
Friday, 17 July
2:00 p.m.

c)

Guidelines on dealing with unhappy customers

d)

Briefing Session
New Medical Benefits
Thursday, 18 December
10:00 a.m., Rm. 625

Consolidation Task (page 101)

Students' own answers.

11 Letters of Complaint

Activity 1 (page 105)

- 1. You should do nothing because making a complaint will not improve service.
- 2. You should phone the customer-services manager the following day to express your dissatisfaction.
- 3. You should ask for compensation in your complaint.
- 4. You can use bad language.
- 5. You can badmouth the organisation.
- 6. You can send a letter to newspapers to tell the public about your bad experience(s).
- 7. You can write a letter to the customer-services manager to express your unhappiness.
- 8. You can assume that the organisation is automatically to blame.
- 9. You can enclose photocopies of any documentary evidence available.
- 10. You should send a letter threatening to stop patronising the organisation.
- 11. You should use past tenses when writing a complaint letter.
- 12. You can write your complaint by hand.
- 13. You should state the facts in great detail.
- 14. You can suggest desired responses.
- 15. You can ask for an explanation.
- 16. You can make a complaint two weeks after an incident.
- 17. You should include your contact number or address for future communication.
- 18. You should use old-fashioned language or business jargon to maximise effectiveness.
- 19. When just a minor incident is involved, you should only make a verbal complaint.
- 20. The following items should be included in any forms of complaint:
 - Who was involved?
 - When/why/where/how did it happen?

Activity 2 (pages 106-107)

1. Mr Chan
2. Because the computers were poorly assembled and of inferior quality.
3. He suggests replacing all faulty computers with new ones.
4. Sounds polite, which is realised through the following structures:
 1. Question, as in 'Can you replace these computers?'
 2. 'Expect-verb,' as in 'We hope you will'

CHALLENGE (page 108)

A direct approach to writing a complaint letter means the writer expresses clearly & directly the complaint and then provides details of the complaint, as in the following letter.

Dear Mr Chan,

I am writing to complain about the computers that we bought from your shop.
(State your complaint)

On 16 November 20xx, we purchased 10 sets of desktop computers. Unfortunately, they have not performed satisfactorily because they were poorly assembled and of inferior quality; they are different from the model we saw in the showroom.
(Details of the complaint) So, can you replace these computers? **(Provide a suggestion)**

We hope you will deal with the matter and send us the computers immediately.

We look forward to hearing your reply.

Yours sincerely

Wing Lo
Purchasing Manager

Whereas the writer could use an indirect approach, and such a complaint letter would be like the following.

Dear Mr Chan,

On 16 November 20xx, we purchased 10 sets of desktop computers. Unfortunately, they have not performed satisfactorily because they were poorly assembled and of inferior quality; they are different from the model we saw in the showroom. **(Details of the complaint)**

I am therefore writing to complain about the computers that we bought from your shop. **(State your complaint)** So, can you replace these computers? **(Provide a suggestion)**

We hope you will deal with the matter and send us the computers immediately.

We look forward to hearing your reply.

Yours sincerely

Wing Lo
Purchasing Manager

Comment:

A complaint letter using a direct approach is more effective, as the reader would waste no time thinking what to expect in the letter. In addition, the reader would go through the letter carefully if they realize that it complains about their products or services.

Activity 3 (page 109)

1. Expressing a complaint & Reason for the complaint
2. Details of the complaint
3. Enclosing a document (picture) & providing a suggestion
4. Asking for a response

Activity 4 (page 112)



Sun Dynamic Travel Ltd.

9 April 20xx

Ms So, Customer Service Manager
AFG Super Uniforms Ltd
2802 International Building
12 Salisbury Road
Tsim Sha Tsui

Dear Ms So

Bad Staff Attitude & Stained Uniforms

I am writing to complain about one of your sales assistants at the Mong Kok shop, whose attitude was very bad.

Two weeks ago, your company sent us the first 20 of the 50 uniforms we ordered for our frontline staff. After checking the uniforms, we realized there were dirty marks on them, and subsequently returned all 20 uniforms to the shop last Friday.

We spoke to Koey, the shop supervisor, about the stained uniforms. She refused to take them back because she said the marks are very small and not noticeable. She even said that we should have checked the uniforms before leaving the shop. Please refer to attachments while show the stained uniforms.

I found her attitude totally unacceptable. I demand a refund or a replacement. Please contact me at 1234-5678.

I look forward to hearing from you shortly.

Yours sincerely

Simon Wong
Administrative Manager

Activity 5 (page 113)

1. Your products are not up to your usual high standards/up to standard.
2. Therefore, we would like you to replace these computers. Or: Can you replace these computers?
3. We have always been satisfied with your products, and we trust that such an incident will not occur again.
4. Clearer instructions would serve to improve the situation.
5. We look forward to hearing from you.

Activity 6 (page 115)

(examples only; accept any reasonable answers)

1. I am writing to lodge/make a complaint ...
2. the waiter said he was too busy to move us
3. Second, ...
4. Obviously, ...
5. We must therefore request that you look into this matter.
6. We look forward to hearing from you shortly.
7. Yours sincerely

Role Play (page 116)

Dialogue 1

Chin's Printing Inc.

865 King's Road, North Point, HK

Memo

To : Mr Chin
From : Reception
Date : 6 June 20xx
Subject : Late Delivery

Mr John Smith of Witman Book Company called. His Order No: KT- 62984
has not yet been delivered. He threatened to cancel the order if the books weren't
delivered by 5 pm.

Dialogue 2

Canto Entertainment Group

Memo

To : Mr Fong
From : Reception
Date : 6 June 20xx
Subject : Overdue Payment

Ms Melanie Griffiths of Frank Chan and Company Limited phoned. She
wants us to settle a bill for \$55,000 by Friday. Otherwise they will take legal
action.

Consolidation Task (page 118)

8 October 20xx

John Hang, Customer Service Manager
Chocolate Suppliers
189 Lucky Road
Jordan

Dear Mr Hang

Problems with our Chocolate Order

I am writing to complain about a shipment of chocolate we ordered from your company.

Last week, we ordered ten boxes of white chocolate bars from your company. But when we opened the boxes, we discovered that six of them were actually dark chocolate. To make matters worse, half of the white chocolate bars were broken. Please refer to the picture that show the chocolate mentioned.

I am hoping that you will deliver the full shipment of white chocolate bars that we ordered as soon as possible. We would be happy to return the order that we originally received to your delivery team at that time.

I look forward to hearing from you shortly.

Yours sincerely

Juno Chan
Sales Manager

12 Replies to Complaints

Activity 1 (page 120)

- 1. If you realise that it's not your company's fault, you should tell the customer firmly that you shouldn't be held responsible for the mistake.
- 2. You can assume that most complaints are unjustified because making complaints has become a common practice in the business world.
- 3. Receiving complaints provides an opportunity for you to look into areas where your products or services can be further improved or upgraded.
- 4. Comments or even complaints can help you evaluate your products or services and also to know if your staff are doing a good job.
- 5. The best communication strategy to deal with unhappy customers is for you to convey a polite tone in your reply letter.
- 6. If a complaint against your staff is justified, you should fire them.
- 7. It is necessary for you to inform your customer of what should be done to prevent a similar incident from happening again.
- 8. You can use a standard reply letter or a computer print out (without the writer's signature) to deal with your customer who makes a complaint.
- 9. Even if your customer is very angry with you, you should try to maintain goodwill.
- 10. You should not deal with a complaint immediately if the customer is not important to you.

Explanation:

- Q.1:** Telling the customer firmly that you are not responsible for the mistake could be offensive. Customers appreciate it if you can offer your assistance – this generates goodwill.
- Q.2:** Every complaint is unique and therefore important. To show professionalism, you should look into every complaint case thoroughly.
- Q.6:** Your company has undertaken the work and the staff is part of the company; therefore the company itself is at fault and must take consequences. When you mention an employee who has caused customer dissatisfaction, this gives the impression that you are shirking responsibility for a mistake.
- Q.8:** A good reply should make the reader feel a 'personal touch.' A standard reply letter would create a distance between you and your customer.
- Q.10:** Immediacy is a must, irrespective of the sizes or importance of their organisations. You should show respect for your customer.

Activity 2 (pages 121-122)

1. She handled the complaint promptly because the letter was written two days after she received the complaint letter.
2. The main purpose was to explain why the computers were unsatisfactory and to put things right, so that business relations can be strengthened.
3. To generate goodwill.
4. It is a good practice for two reasons: First, it provides a personal touch for Mr Lo. Second, Mr Lo will get the impression that Maureen, as a manager, is very concerned about him.
5. The tone is rather informal, which is realised through the use of personal pronouns like *we*, *our*, *me*, etc.

Activity 3 (page 124)

Paragraph 1: Acknowledging receipt of the letter

Paragraph 2: Showing concern for the customer

Paragraph 3: Giving a brief explanation; showing regret; making an adjustment

Paragraph 4: Providing assurance

Paragraph 5: Asking for a response

Paragraph 6: Ending politely

Activity 4 (page 127)

(Examples only; accept any reasonable answer)

Complaint 1: We must apologise for the delay in the delivery of the order.

Complaint 2: Please allow us to apologise for putting you to so much trouble.

Complaint 3: I really must apologise for the inconvenience which has been caused.

Complaint 4: We have looked into the matter and have discovered that our accounting personnel misread the numbers.

Complaint 5: We have taken measures to improve customer service, and are confident that such an incident will not occur again.

Activity 5 (page 130)

Yiwo Trading Company Limited

Room.15, 8/F, Block A, Wah Tat Industrial Centre, 8-10
Wah Sing Street, Kwai Chung, Hong Kong.

12 April 20xx

Dear Mr Wong

Inappropriate Staff Attitude & Stained Uniforms

Thank you for your letter of 9 April expressing your unpleasant experience at our shop in Mong Kok. We are very glad that you have brought this matter to our attention.

I am sorry to hear that the 20 uniforms you ordered from us were not up to your expectations, and I would like to assure you that your comments have been taken seriously and reviewed for service improvement.

We will remake all 20 uniforms, and I am sure all 50 of your uniforms will be exactly the same as the samples you saw in our production plant. We will contact you this week to discuss the details. To show our appreciation for your continued support, we are ready to allow a 5% discount on your next order.

If you have any further queries about the arrangements above, please feel free to discuss the matter with me on 2384-8830.

Please accept my apologies once again for the inconvenience.

Yours sincerely

Catherine Chung
Customer Service Manager

Consolidation Task (page 132)

23 April 20xx

Park Ji-sung
Apt 27D, 1704 Nathan Road
Kowloon, Hong Kong

Dear Mr Park

I received your letter of April 20 about your dissatisfaction with the bank's policy on non-Chinese residents of Hong Kong.

I can understand your frustration with the policy, and I can assure you that I also find it unacceptable. In fact, the policy no longer applies, but unfortunately not all of the staff members at our branches are aware of the change. You can be sure that I will make certain everyone is informed of the new policy from now on.

I am very sorry about the problem you had at our TST branch. I hope you will return there soon and open a savings account. If you have any problems doing so, please contact me on 6677-3462.

Yours sincerely

Brie Wong (Ms)
Communications Manager

Test 1: Purposes, Organisation and Tone

(pages 133-136)

1. B
2. C
3. C
4. C
5. A
6. C
7. D
8.
 - 1) Please will you pass me the paper?
 - 2) Will you pass me the paper?
 - 3) Can you pass me the paper?
 - 4) Would you pass me the paper?
 - 5) Could you pass me the paper?
9.
 - Q1. To promote something: a holiday package
 - Q2. The details of the offer, highlighted by bullet points (Benefits would be offered.)
10.
 - Q.1 A letter of reply to enquiry
 - Q.2 Jacky Cheung
 - Q.3 Mr Tam
 - Q.4 16 March 20xx
 - Q.5 To provide information about products, i.e. catalogue and price list
 - Q.6 A specific name 'Mr Tam' is used in the salutation
 - Q.7 Yes, it provides the reader with specific information about the sender for future communication
 - Q.8
 - Step 1: Acknowledge receipt of letter (paragraph 1)
 - Step 2: Enclose a document (paragraph 1)
 - Step 3: Provide further information about the product (paragraph 2)
 - Step 4: Ask for a response (paragraph 3)

Test 2: Features, Formats and Writing Methods

(pages 137-139)

1. C
2. B
3. C
4. C
5. A
6. D
7. C
8. B
9. B
- 10.

To: All Branch Supervisors
From: Jenny Ho, Customer Services Manager
Date: 14 September 20xx
Subject: Customer Feedback on Frontline Staff

We have recently conducted a survey of our customers visiting our branches, details of which are as follows.

1. Language skills

Customers thought that our frontline staff lacked basic English skills. There were incidents of misunderstandings on a number of occasions, and therefore they claimed that our staff's proficiency in English was rather inadequate.

2. Professionalism

Customers said all our staff were being polite when they needed assistance. Over 95% of respondents were happy with the services we provide.

3. Availability of Service at Weekends

A quarter of the customers interviewed said that our services should also be available on Saturdays and Sundays, and that they would find it more convenient to visit our branches at weekends.

What shall we do to respond to our customers' concerns? A meeting is scheduled for next Wednesday to discuss the matter, and an agenda will be sent by the end of this week. Please prepare for the meeting. If you need further information about the survey, please contact me at ext. 1234.

Test 3: Language & Writing Principles

(pages 140-144)

1. A
2. D
3. D
4. B
5. C
6. C
- 7.

From: Christo Cheng [mailto:christocgebg@hk-ice.com]
Sent: Monday, 8 June 20xx 14:58 AM
To: Peter Chan
Cc: Amy Wong; Mary Chan; Sylvia Woo; Terry Lee
Subject: RE: Cancellation of Meeting

Dear Peter

As far as I know, they did well in the project. I would like to discuss it with you face-to-face. Can you please give me a call?

By the way, can you also send in the report as soon as possible?

Talk to you later.

Regards

Christo

- 8.

26 July 20xx

Dear Mr Lee

Your Proposed Visit to Our Factory

Thank you for your letter of 20 July about visiting our factory in Shenzhen on Saturday 14 August.

We would be most grateful if I have your visiting after 14 August, because one of our customers has planned to visit us on the same day.

We trust we have your understanding, but if you would like to discuss the matter further, please contact me at 1234-5678.

I am looking forward to hearing from you shortly.

Yours sincerely

Eason Chan

Sales & Marketing Manager

9. (1) pleased
- (2) delivered
- (3) free
- (4) enquiries
- (5) forward
- (6) sincerely

10.

Handling Customers Procedures

If you deal with customers at the counter, you should do the following.

1. Smile at the customer,
2. Greet the customer with 'Good morning/afternoon' and 'Can I help you?',
3. Listen to the customer,
4. Respond to specific enquiries,
5. Tell the customer that another colleague will serve them if you don't know the answer, and
6. End the conversation with 'Thank you.'