

COMPLAINT LETTER A

John and Lindsey Hanson
4321 Carnivore Street
Austin, TX 78749

August 6, 2010

Jake's Cow Palace
6641 N. Slaughterhouse Rd.
Austin, TX 78701

To whom it may concern,

We ate at your Jake's Cow Palace South Austin location tonight about 6:30 p.m. We have heard good things about your chain and so we thought our kids were just being picky when they wouldn't eat their dinners. Then we tried ours. The chicken fried steak and frankfurter were both dried out and chewy, as if they had been sitting for two days, the fries were soggy and greasy, the hamburger was pink all through the middle, and the "cheese" on the cheeseburger was a pile of cold shredded American, not a slice melted on the burger as you would expect with a cheeseburger.

We've only heard good comments from others about Jake's, so we just wondered if you have some employees down here who are reheating food. We don't want a refund or coupons to go again, we just thought we should let you know.

Sincerely,

John and Lindsey Hanson

P.S. The bathrooms were immaculate and the Coke was great!

Your Task: You are the executive assistant to Jake Duggins, the owner of Jake's Cow Palace. Mr. Duggins has asked you to respond to this letter for him, using his name and signature. After he received this letter, Mr. Duggins (or "Jake," as he prefers to be called) telephoned Steve Overgaard, the manager of the South Austin store, to find out what went wrong. Steve claims that the employees at the South Austin location are well-trained, but he admits that on the night of the incident in question, he wasn't on duty and left the store in the care of a 17-year-old assistant manager. Steve gave Jake his word that nothing like this would happen again, and he hoped that the Hansons would give his restaurant another shot.

COMPLAINT LETTER B

Brian Tate
5678 Indigent Lane
Austin, TX 78735

August 25, 2010

Jalcotech International
2005 Market Street
Philadelphia, PA 19104

To whom it may concern,

I recently received an email from your marketing department announcing the availability of SoftNote 14. According to the email I received, the full price of SoftNote 14 is \$289.00, and the upgrade price from SoftNote 13 to SoftNote 14 is \$100.00.

I am writing because I just purchased my copy of SoftNote 13 a week ago, and now it is out of date. My university bookstore carries a student-discounted version of SoftNote for approximately \$100, but it doesn't offer a student-discounted version of the upgrade. In order to get SoftNote 14, I would have to buy a new copy of the software at the student-discounted price of \$100. Even with this discount, I would basically be throwing away \$100. I think it is unreasonable for you to offer a student version of the full software package but not a student version of the upgrade. Every time you release an upgrade, students need to buy the full software package, which negates any benefit they receive from getting a discount in the first place.

The university bookstore doesn't allow for software returns, so I expect your company to either refund the cost of the old software or send me a copy of the new software. Thank you for your prompt attention to this matter.

Sincerely,

Brian Tate

Your Task: You are the lead customer service representative for Jalcotech International, and you see complaints like this one every day. Jalcotech's business model relies on frequently updating its software, which provides motivation for its customers to upgrade to the most current version. You can offer Mr. Tate a 20% discount on his purchase of SoftNote 14, but only if he provides documentation of his purchase of SoftNote 13.

COMPLAINT LETTER C

Dorothy Livingston
9876 Steel Drive
Austin, TX 78742

August 18, 2010

Josh Wardle
Editor, *DWS Monthly*
Department of Workforce Services
555 Capitol Drive
Austin, TX 78701

Dear Mr. Wardle,

Every month, we get two copies of the agency magazine—one addressed to me, and one to my husband. We have different last names, so your computer may not realize that we're connected, but we are, and we don't need two copies. Sending just one copy will save printing and postage costs and reduce environmental waste. My name is Dorothy Livingston; my husband's name is Eric Beamer. Please combine our listings to send just one copy of *DWS Monthly*.

Sincerely,

Dorothy Livingston

Your Task: You are the subscription services manager for *DWS Monthly*, and Mr. Wardle has asked you to respond to this letter. As it happens, a couple of years ago, you investigated the possible savings that would result from eliminating duplicate mailings to households in which two people worked for the Department of Workforce Services. Unfortunately, the sophisticated computer programs necessary to eliminate duplicates are far too expensive for your department's budget, and going through the mailings manually would cost more than money you would save in postage. Write a letter to Mrs. Livingston, explaining why you can't combine the mailings. You may also want to offer suggestions about what she should do with the extra copy she receives each month.