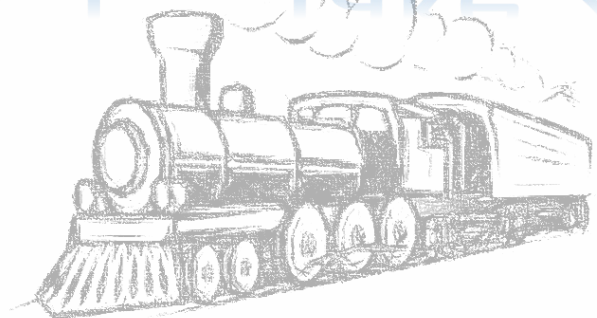


Day 4: Communication Etiquette: Different ways to communicate and when and how to use them best

Task 1: “Take 2”



*Wile E. – Customer who bought a rocket from
ACME rockets
Babs Bunny – CEO
Tweety – Sales Representative*

*Yosemite Sam – Customer Service Analyst
Marvin (the Martian) – Manufacturing Floor
Supervisor
Sylvester – Rocket Powder Technician*

From: Wile E Coyote <dubbayousee@toonmail.com>

Sent: Thursday, March 4, 2021 4:32 PM

To: Babs Bunny <bbunny@acmerockets.com>; Marvin The Martian <mthemartian@acmerockets.com>; Yosemite Sam <ysam@acmerockets.com>; Sylvester D Cat <scat@acmerockets.com>; Tweety Bird <tbird@acmerockets.com>

Subject: My Rocket Blew Up In My Face

To whom it may concern at ACME Rockets –

I purchased a bundle package of your premiere Canyon Rider rockets last June.

The last one in the bundle blew up in my face upon use. Not only did RoadRunner get away from me, I have no nose hairs left, and I’m surprised I have the capacity to write this notice of complaint to you.

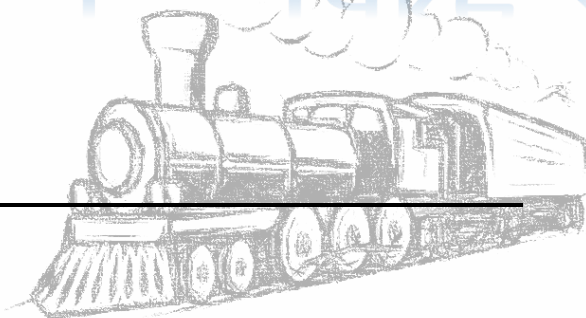
I’m going to be looking for an immediate refund for this bundle. It’s the least you can do.

Please advise on next steps.

Thanks,
Wile E.

Day 4: Communication Etiquette: Different ways to communicate and when and how to use them best

Task 1: “Take 2”



From: Yosemite Sam <ysam@acmerockets.com>;
Sent: Thursday, March 4, 2021 4:48 PM
To: Wile E Coyote <dubbayousee@toonmail.com>
Cc: Babs Bunny <bbunny@acmerockets.com>; Sylvester D Cat <scat@acmerockets.com>; Marvin Themartian <mthemartian@acmerockets.com>; Tweety Bird <tbird@acmerockets.com>

Subject: RE: My Rocket Blew Up In My Face

Dear Mr. Coyote,

We are very sorry to hear your report on your experience with our Canyon Rocket product.

We will be looking into the matter immediately and will reach back out to you within 3 business days.

Sincerely,

Yosemite Sam
Customer Service Analyst
ACME Rockets

Yosemite replies immediately to the customer and informs them about what ACME will do next, including a timeline for follow-up. He copies others so they know that there may be a larger issue – e.g., broken information system, faulty supplies, potential liability.

From: Yosemite Sam <ysam@acmerockets.com>
Sent: Thursday, March 4, 2021 5:07 PM
To: Sylvester D Cat <scat@acmerockets.com>

Subject: FWD: My Rocket Blew Up In My Face

Hey Sylvester, just following up on the customer grievance that came in. I'm looking through Tweety's sales log, and looks like the rockets were sold in June like the customer mentioned, so they're not particularly old.

Do you know of any issues with this line of rockets recently or do you think it's a lemon? Any input is welcome, as I let the customer know we'd get back to them within a few days as per our protocol.

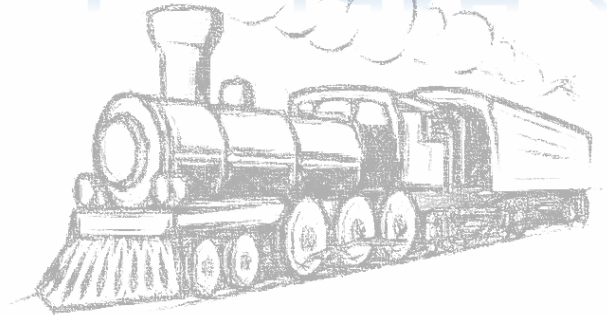
Thank you,

Yosemite

Yosemite messages Sylvester directly, removing all other recipients. This gives Sylvester the opportunity to discuss a possible issue in his department.

Day 4: Communication Etiquette: Different ways to communicate and when and how to use them best

Task 1: “Take 2”



NO RESPONSE....

YOSEMITE CALLS –

Yosemite receives no response. He follows up with a phone call because: 1) time is of the essence; and 2) he wants to avoid any possible misinterpretation of his follow-up email.

Yosemite calls later the next day and catches Sylvester, who it turns out had gotten back from a few days off and just hadn't gotten to Yosemite's email. Sylvester talks with Marvin, they find that quality control had followed protocol, and they can't figure what the exact issue was. They will follow up with their suppliers for powder and powder casings. In the meantime....

Sylvester provides Yosemite with an updated, CC'ing anyone who needs to be aware of the situation. For example, Babs the CEO is included because this may be a liability issue.

From: Sylvester D Cat <scat@acmerockets.com>

Sent: Thursday, March 4, 2021 5:11 PM

To: Yosemite Sam <ysam@acmerockets.com>

CC: Marvin The Martian <mthemartian@acmerockets.com>; Babs Bunny <bbunny@acmerockets.com>

Subject: RE: FWD: My Rocket Blew Up In My Face

Yosemite, thanks for tracking me down regarding this issue. Marvin and I discussed this, and we're still tracking it down. At this point, we're going to reach out to our powder and powder casing suppliers.

But that's going to take a week or so. At this point, I think you had mentioned needing to get back to the customer, so maybe it's better to go ahead and refund them immediately. I'll update the group once we find a resolution.

Sylvester

Sylvester does not contact the customer directly. This will allow Yosemite to maintain ownership regarding interaction with the customer