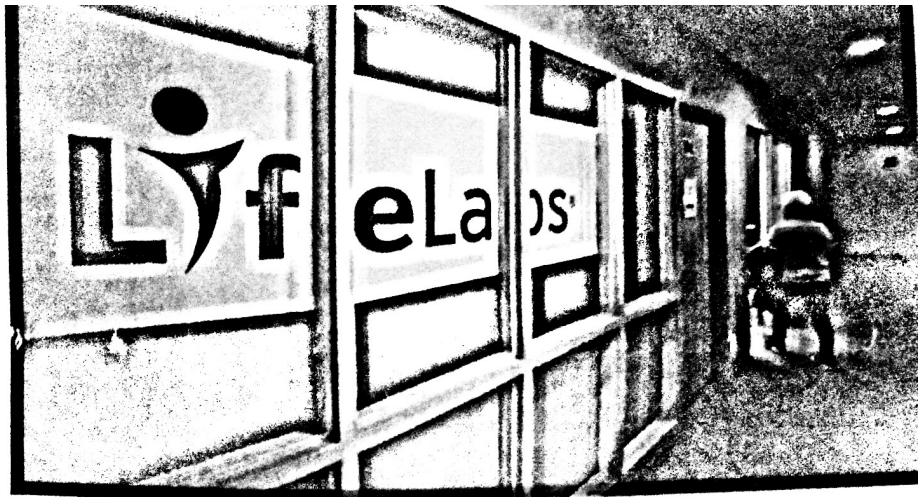
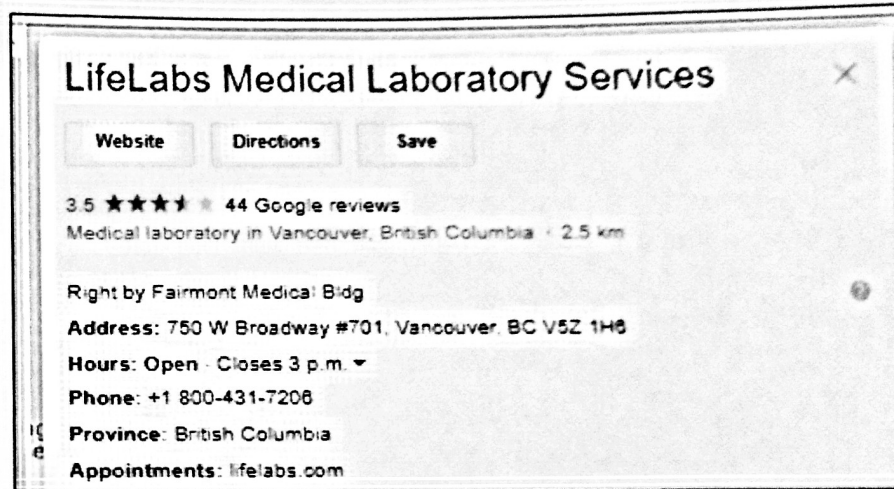


You are the customer services manager at a LifeLabs branch in Vancouver, BC. LifeLabs is an organization that offers blood and other sample testing to medical patients across British Columbia. In addition to the public testing that the lab provides, it also offers private tests such as naturopathic tests and genetic testing.



Recently, a cyber-attack occurred – unfortunately, LifeLabs was unable to prevent it and only learned about it after the attack happened. They are not yet sure about how much information was stolen, but it could include their names, addresses, lab test results, and other key information. See <https://customernotice.lifelabs.com/> for more information.



You have been tasked with replying to particularly irate clients who have contacted LifeLabs regarding the data breach. For clients who have paid for the private testing, you are authorized to offer discounts on further services and provide refunds if the situation calls for it.

Currently, you are responding to a letter from Danielle Furler, who is living in apartment 253 on 840 W 6th Avenue, Vancouver, British Columbia. Among other things, she wrote, "I trusted LifeLabs with very private and sensitive information when I signed up for your hormone testing service. I have been suffering from a range of fertility issues that I would much rather keep private from the general public. Now with this breach, I not only have to worry about my health issues being exposed to the public, but I also have to keep an eye out for identity theft because there's the risk that they now have my credit card information and other contact information."

You are to send an adjustment letter to help deal with the customer's concerns. Your assignment is to deal with this unhappy client as professionally as you can.

PLAGIARISM NOTE: Do NOT copy ANY phrases from company releases or other sources. You may use the information, but you must use completely new wording for anything you say. If you take from sources without citing them, it's plagiarism. All submissions will be scanned through our plagiarism detection software.

Introductory Information

Return and inside address complete + accurate (/2)

Date line complete + formatted according to Canadian conventions (/1)

Subject line summarizes main idea concisely, accurately, and professionally (/1)

Opening + Body

Salutation is standard and of appropriate register (/1)

Introduction confirms receipt of letter along with date received. Summarizes customer's issue professionally. Directly provides a positive response to issue. (/3)

Body effectively responds to customer. Paragraphs are organized in a logical + efficient manner. (/4)

Conclusion summarizes message and provides necessary follow-up information. (/2)

Closing

Closing is appropriate. (/1)

Written & typed signatures are present. (/1)

References any enclosures (/1)

Overall Message

Tone of message is positive, professional, and sympathetic (/2)

Clearly written (/4)

Standard formatting (/2)