Figure 13.3 An E-Mail Reply with Copies (response to a complaint)

When you "reply," the system inserts the recipient's e-mail address.

Hitting "Reply" Produces "Re" and the original subject line.

To: Ellen Oshio <ellen_oshio@gte.net>
From: Mary Monroe <mary_monroe.custserv@acme.com>
Subject: Re: Problems with Customer Service Reps
Cc: all.custserv@acme.com
Bcc: Wade <wade_palmer@acme.com>
Attached:

Recipient sees "cc"—will know it is going to the whole department.

Recipient doesn't see "Blind copies"

Using the reader's name in ¶ 1 makes the message more friendly.

Thank you, Ms. Oshio, for letting us know about the problem you've had. If there is a problem, we want to fix it—and we can do that only when we know what the problem is.

When you reply to a message, put your response first.

Of course we want our customer service representatives to be polite and professional. I apologize for the responses you've had. I'll work with all our reps to polish our phone skills. When you call our Customer Service line, we want you to get service that's just as good as the high-quality bath and kitchen fixtures you recommend to your clients!

Mary Monroe
Customer Service Manager

Rather than using a signature block, this writer just types her name and job title.

P.S. The Lifetime Brass Finish is currently scheduled for June 1 availability. I'll let you know a month from now if that date is going to hold.

Space between your message and the original message to make yours easier to read.

At 11:01 AM 4/27/2013 -0500, you wrote:

System inserts date, time of original message.

Vertical line denotes a message written by the recipient (or forwarded from someone else).

> I don't want to switch suppliers, but recent experiences with your reps have just about made me change my mind. I just don't want to do business with them anymore.
>
> As you know, the Lifetime Brass Finish has missed several roll-out dates. Those delays have been bad enough. But even worse have been my encounters with your customer reps. The reps I dealt with were curt and more concerned with justifying their mistakes than satisfying my needs.
>
> Today, I had another distasteful encounter with a customer service rep (Danielle was her name) who was rude and unprofessional—in fact, she hung up on me when I asked her last name. The woman had no business handling customer complaints because she seemed to take them personally. She accused me of "yelling" at her and then lectured me on her status as a human being. I am never rude or abusive to people; such behavior isn't nice and would ruin my own credibility.
>
> I think you should know that, at least in their dealings with me, some of your reps are not serving your interests well (and I have told them that on several occasions).

These odd, distracting line breaks result when you receive a message whose line lengths are too long for your e-mail program. To avoid them, use short line lengths when you compose e-mail messages.