

2. Outline a writing plan for a claim request.

Closing:

Body:

Opening:

E-MAIL

6.4 Direct Request: Pamper Palace Spa Worries About Duplicate Charges

As an assistant to Donna K. Lilly, the busy proprietor of Pamper Palace Spa in Weymouth, Massachusetts, you have been asked to draft an e-mail to Virtual Treasures asking about an apparent duplicate charge for a small trial order of massage oils. The Weymouth location of Pamper Palace Spa, a professional spa franchise operating nationwide, wanted to try Virtual Treasures' exquisite Tahitian Monoi Tiare coconut oils. After reading a French magazine, your boss had ordered a few bottles and a bar of soap for \$58.88 to test the product, but when Ms. Lilly checked Pamper Palace Spa's business account online, she found what she believed to be a duplicate order. She wants you to write to Virtual Treasures and ask about the apparent error.

Donna Lilly is suspicious because a few weeks earlier, she had ordered a French press coffee pot for \$19 to use in her office and received two pots. Her account was charged \$38. She did not take any action, making good use of the two French press coffee pots in her business. For both orders, Ms. Lilly had used Virtual Treasures' EasyPay feature, a one-click convenience tool online. Now she worries that future orders may lead to costly duplicate shipments and double charges. The order was divided into two shipments, each with a different order number: #502-3385779-9590624 and #502-8112203-6442608. Donna Lilly may order large quantities of Monoi Tiare oil after trying the pending shipment.

Your Task. Write a direct request by e-mail to Virtual Treasures at customer-care@virtualtreasures.com. Inquire about the possible error stemming from the use of EasyPay. Format your e-mail correctly. Include the Pamper Palace Spa's location and your business e-mail, info@pamperpalacespa.com.

E-MAIL

6.5 Direct Request: Searching for a Social Media Maven

For most consumers, social media are just fun. Facebook, Twitter, blogs, and MySpace are amusing and a pleasant way to keep in touch with friends. Only recently have companies begun to recognize that social media can also make money, and suddenly, social media maven is in great demand. Petco, supplier of pet supplies and services, recently hired Natalie Malaszenko as its director of social media and commerce. Her assignment at Petco was to envision and articulate the company's social media strategy for the future. To that end, she created fan pages on Facebook, opened several Twitter accounts, and wrote a company blog. In addition to Petco, other organizations have hired social media officers, including Sears Holdings, Panasonic, Citigroup, AT&T, Fiji Water, Go Daddy.com, and Harrah's Entertainment.

As the director of corporate communication for HomeCenter, a large home supply store, you are charged with looking into the possible hiring of a social media specialist. You know that other companies have both profited and been hurt by fast-moving viral news. Nobody wants to suffer the fate of United Airlines, which took a beating last year after ignoring a wronged passenger who was a musician. He posted a clever song about how the airline had broken his guitar, and the video skyrocketed into cyberspace with millions of viewers enjoying its YouTube ribbing. Social media mavens, companies hope, can monitor cyberspace and be ready to respond to both negative and positive messages. They can help build a company's brand and promote its online reputation. They can also develop company guidelines for employee use and encourage staffers to spread the good word about the organization.

To learn more about social media, you decide to go to Rick Trumka, who was recommended as a social media consultant by your CEO David Seidenberg. You understand that Mr. Trumka has agreed to provide information and will be paid by HomeCenter. This whole social media thing may be just another passing fad. You are not convinced that any real benefits would result from having a social media specialist on your staff. However, the CEO wants you to explore the possibilities. You decide that this is not a matter that can be handled quickly by a phone call. You want to get answers in writing.

Many issues concern you. For one thing, you are worried about the hiring process. You have no idea about a reasonable salary for a social media expert. You don't know where to place that person within your structure. Would the media maven operate out of corporate communications, marketing, customer service, or exactly where? Another thing that disturbs you is how to judge a candidate. What background would you require? Do colleges actually award degrees in social networking? How will you know the best candidate? And what about salary? Should you be promising a full-time salary for doing what most people consider to be fun?

Your Task. Compose an e-mail inquiry to rick.trumka@mediaresources.com. Explain your situation and list specific questions. Mr. Trumka is not an employment source; he is a consultant who charges for his information and advice. Make your questions clear and concise. You realize that Mr. Trumka would probably like to talk on the phone or visit you, but make clear that you want a written response so that you can have a record of his information to share when you report to the CEO.