

Business Digital Task

1. The Business Problem

The company has received an email query from a customer who is complaining about delayed delivery of their last order (three days later than at checkout). They are annoyed and want explanations and assurance that it will not recur. Copying to a customer service assistant, I should compose a brief, professional letter that is clear, polite and reassuring and that suits the company's letter-writing style. The scenario for this task is the same as in "Responding politely to a customer" from Week 7, in which the audience expects a polite, clear and reassuring tone rather than a more relaxed tone with a colleague, or a more formal tone with a manager.

2. The Digital Artefact: Customer Service Email

This is the final email that was designed in Microsoft Outlook style and has been reproduced here as the electronic product of the design. Follows the 4-part structure taught in class: Greeting, Purpose, Key Point, Polite Close.

Subject: Apology and Update Letter to You Regarding Your Recent Order.

To: ABC **From:** Fayyaz Ahmad, Customer Service Team

Dear ABC,

Thank you for contacting us and we're sorry that your order took longer to arrive than we stated. I know how much that must have been a hassle to think you were supposed to get it on time.

I have confirmed your order and found that the delay was because of a temporary problem with our courier partner which we have overcome and fixed. You have received your item, and as a gesture of goodwill, I have added a 10% discount code to your account for the next time you order: THANKYOU10.

If you have any other questions, please feel free to respond to this email and I will be glad to assist you. Kind regards,

Fayyaz Ahmad

Customer Service Team

3. Reflective Log

This log will describe the information that was used, the decisions that were made and how that information was checked and enhanced before completion of the email (Eleco, 2026).

3.1 Why I chose this situation and audience

I picked the responding politely to a customer scenario because it balanced the most between tone and the other two scenarios discussed in class. A reply to a manager should be formal and thoughtful, a reply to a colleague may be more relaxed, but a reply to a customer must be polite, clear and reassuring and restorative if it makes a mistake. This turned out to be the most beneficial scenario to use for practice.

3.2 Purpose, audience and tone

- **Target:** an existing customer, not a colleague or manager, so the tone had to be more sensitive and soothing than an internal email.
- **Apology:** sorry for the error or dissatisfaction and explain what has occurred.
- **Tone decisions:** I began with the thank you to the customer, which doesn't sound defensive. Using phrases such as "I understand how frustrating this must have been," I was able to acknowledge their feelings first so I could explain, following the tips provided in the slides that the words used make a message seem more professional and caring.

3.3 Structure and information used

- **Greeting:** Customer Name is replaced by the recipient's name. The slides suggest using the recipient's name when writing an email; this creates respect and personalization. Early in the first sentence, it is clear why I am writing, as taught in class and given in the purpose.
- **Key point:** told why it is delayed; explained what has been done (delivery confirmed, discount code applied); included enough information, but not too much to make the email too lengthy.
- **Polite Close:** "Kind regards", my name and team, the customer knows who replied and where to reach out if necessary.

3.4 How I checked and improved my work

Once I had written the first draft, I then compared it to the three questions that were used for the Week 7 paired email-checking activity:

- Is it clear? I took this explanation of the courier issue and trimmed it back to just be enough information without sounding like an "excuse".
- Is it polite? I modified my first message, which began with "We are sorry to inform you...", to "Thank you for contacting us – I am sorry to hear...", as this is warm sounding and not robotic, whereas the former would sound like the standard autoreply.
- Is it appropriate for the situation? I had to include the goodwill discount line since a response letter to a complaint requires some tangible sign of goodwill, more than a letter of apology.

I also used the formatting principle from the class formatting activity: Make paragraphs short, the subject line clear and don't include unnecessary detail that makes the email hard to read on a cell phone or in the inbox.

3.5 What would I do differently the next time?

In a real work environment, I would adopt the company's existing policy on discount codes and would tailor the explanation based on the tracking number and the actual order number, not a generic example of a 'courier issue'. As mentioned in the Week 7 peer-checking task, I would also consider asking a colleague to read the email before sending it as that will help them see if I am coming across the right way with tone.

Reference:

Eleco (2026) *What Is A Decision Log? The Essential Tool For Project Managers*. Available at: <https://eleco.com/pm3/knowledge-centre/decision-log/> (Accessed: 26 June 2026).