

# WRITING ROADMAP

## [ASSESSMENT: WRITING TASKS]

### TASK 5: CLIENT EMAIL in response to angry client (you wrote your CFD for this one before we started as part of the Initial Assessment)

*Write an email back to a client who sounds angry.*

#### SITUATION - All

Veronika is your contact at A Big Company (ABC), your client, in this scenario.

You had asked her to provide extensive data by the end of last quarter, which required her team to work overtime to complete within the tight timeframe.

We are now more than a month into this quarter, and nothing has happened to the data, which

- ate into her budget,
- caused some difficulties within her team, and
- is now delaying her ability to report to the board.

She is understandably quite frustrated.

Hi Waleed,

So, what you're saying is that you didn't review any of the work I sent you at the end of quarter!

Have you even updated the spreadsheet with the figures I provided? I'm assuming you haven't!

If I don't get this resolved before the end of this week, I'll be speaking to someone about a fee reduction to compensate me for my troubles.

Disappointed,

Veronika

\*Make up any additional information you need for it to make sense.

**TIP:** You might want to watch **Module 5 – Diplomacy and Striking the Right Tone** in the e-learning course for some softening language.

# WRITING ROADMAP

## [ASSESSMENT: WRITING TASKS]

### TASK 5: CLIENT EMAIL in response to angry client CONTINUED

WRITING CRITERIA			
#	Criteria	Explanation	Example
1	Get some space	If you feel triggered by an email, take some time to go for a walk or get a coffee to remove any heat from the situation.	
2	Thank	Thanking is a good way to start most emails.	Thank you for your message.
3	Acknowledge emotions	Tell them what emotions you're picking up in their email. This will create an openness for them to be able to hear your message and desire to make peace.	I can see the current situation is causing you some frustration
4	Empathise	Show them that you understand their situation.	I understand you're in a difficult position
5	Needs	Focus on their needs, not their emotions or demands.	... we work together to find the best way to meet your needs.
6	State	State in clear, unapologetic terms any work that has been completed. If nothing has been completed, find a time to discuss with them over the phone or in person to meet their needs.	<i>In another situation, it might look like this...</i>  To answer your immediate questions: <ul style="list-style-type: none"> <li>• The spreadsheets with the 31/12 figures have now yet been completed and are attached here;</li> <li>• The schedules will need to be completed and uploaded prior to next week because we will be analysing them on 9 March. We can always tweak the documents in that process.</li> </ul>
7	Arrange	Tell your reader your intentions and plans to make this right. You don't want to leave anything up to their imagination.	I'll give you a call later today to update you on the project and better understand your priorities to see what we can arrange.
8	Confirm next action	Make a clear time to best manage expectations and don't miss calling them at precisely this time.	Will 5pm today suit you?
9	Apologise for difficulties not actions	Avoid apologising for not doing work, unless you really have made a mistake. It's ok to apologise for causing them difficulties.	I'm very sorry that we've been the source of some irritation for you and your team.
10	Less concise	Say more when dealing with sensitive issues. We are constantly being told to write concisely; however, when emotions are involved, you need to say and listen more. In writing, this means more empathy phrases and acknowledge the difficulties. Further, it would be best to make a phone call and follow it up with an email.	I can see the current situation is causing you some frustration...  I'm very sorry that we've been the source of some irritation...

# WRITING ROADMAP

## [ASSESSMENT: WRITING TASKS]

### TASK 5: CLIENT EMAIL in response to angry client *CONTINUED*

#### GOOD WRITING SAMPLE

**SUBJECT: Your email**

Hi Veronika,

Thank you for your message.

I can see the current situation is causing you some frustration and I understand you're in a difficult position. It's really important to me that we work together to find the best way to meet your needs.

I'll give you a call later today to update you on the project and better understand your priorities to see what we can arrange.

Will 5pm today suit you?

I'm very sorry that we've been the source of some irritation for you and your team.

Kind regards,  
Waleed