

A letter about a new service

Reading

- 1 Read this letter telling an existing customer about a new service and choose the best answer for each gap.

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|------------------|------------------|----------------|----------------|
| 1 A permanent | B long-standing | C long-term | D lengthy |
| 2 A extending | B sending | C amplifying | D spreading |
| 3 A supposes | B involves | C means | D suggests |
| 4 A height | B amount | C quantity | D level |
| 5 A door-to-door | B house-to-house | C face-to-face | D hand-to-hand |
| 6 A somewhere | B anywhere | C wherever | D elsewhere |
| 7 A asked | B demanded | C required | D charged |
| 8 A fix | B enclose | C insert | D join |
| 9 A do | B perform | C make | D carry |
| 10 A wait | B deliberate | C stop | D hesitate |

Dear Mr Sloane,

New services from BDD

As a valued 1 client of BDD Ltd, I am sure you will be interested to know that from 1 April of this year, we are 2 our Budget Document Delivery services to the whole of Europe. This 3 we shall be offering the same 4 of service that you have come to expect from our UK operations:

- 24-hour 5 pick-up and delivery service
- documents delivered within 12 hours 6 in Europe
- prices on average less than 30% of prices 7 by our main competitors
- confidentiality and reliability

I 8 a leaflet detailing our new service.

If you would like to know more about this service, or if there is any other way in which we can help you to 9 trouble-free business with maximum efficiency, please do not 10 to contact me personally.

Yours sincerely,

Mohamed Sarawi

Mohamed Sarawi
Managing Director
Enc.

- 2 Read the letter again, and answer these questions with a partner.

- How can Mr Sloane immediately know the subject of the letter?
- Which word suggests that Mr Sloane is an important client to BDD?
- Which phrase implies that BDD's services are high quality?
- Which words suggest that by using BDD's services, Mr Sloane will avoid problems?
- Which phrase shows that Mr Sloane will be given personalised treatment?

Writing

You work in the customer relations department of TopTen Leasing Ltd, a company which leases equipment to the construction industry. Your boss has asked you to write a letter to one of your most important clients, Mr Castle of Castle Constructions, to tell him about some new services which your company is offering.

- 1 Look at the leaflet below, on which your boss has written some notes, and write a plan for the letter. Divide your plan into paragraphs.

TopTen Leasing

Tell Mr Castle
he's important
to us

NEW SERVICES!

Just order the equipment you need by going to our website or by phone.

- ✳ Delivery guaranteed within 24 hours anywhere in Europe!
- ✳ For leases of 7 days, 1 free day.

Tell him about these two new features

AS USUAL

- ✳ All equipment delivered in perfect condition
- ✳ No deposit required from premium customers

Remind him of these

- 2 Write the letter. Use the letter on this page as a model.
- 3 When you have finished, compare your letter with a partner's.

A letter from a
dissatisfied customer

Reading

1 Mr Castle dictated this letter over the telephone to his PA. However she had difficulty hearing, and in most lines there is an incorrect word. Read the letter carefully. Cross out the wrong words and write the correct words in the gaps provided. Put a tick (✓) beside lines that are correct. (There are 15 wrong words, including the example.)

Ms M. Morrison
Customer Services Manager
TopTen Leasing
44 Tollgate Road
Carlisle

Castle
CONSTRUCTION

Dear Ms Morrison,

Incorrect and late delivery of equipment

Referring our telephone conversation last Wednesday, I would like to express my dissatisfaction of your company's recent service in writing.

Past Monday, I ordered the delivery of two Yamaha Mark 5 building hoists who were urgently needed for construction work we are carrying out in the Berlin area. According of your recent letter, we understood we would have an equipment within 24 hours, and so we organised our work schedules to take this into account. Although, the equipment did not arrive until late on Wednesday, nearly 48 hours after putting the order, and instead of sending Mark 5 hoists, your company delivered Mark 2s why do not meet our requirements.

As a consequence of it, we were forced to entirely reorganise our construction teams and our building programmes until the correct equipment arrived. This meant a considerable amount of more work and loss of time on projects where our costs have being calculated very exactly.

We have, in the years, been very happy with your service and we have recommended you to another companies working in the sector. A repetition of last week's incident would result in our having to look for other leasers, it is something we would prefer to avoid.

Yours sincerely,

Angela Hernández

pp. Bob Castle
CEO

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2 Discuss with a partner which of the following a letter of complaint should contain.

- 1 Details of the problem which occurred
- 2 An explanation of the consequences of this problem
- 3 What action you want them to take
- 4 An explanation of why you chose their product or service in the first place
- 5 A threat about what you will do if they do not correct the problem
- 6 An explanation of how happy you have been with them in the past
- 7 A comparison of their product or service with their competitors' products or services.

3 Which of these things are in Bob Castle's letter, and in which paragraphs?

