

A background image showing a group of people's hands stacked together in a circle on a wooden table, symbolizing teamwork. The image is partially covered by a yellow and blue geometric overlay.

NEW BUSINESS ENGLISH 5

Lesson 30

Dealing With a Complaint



LEARNING GOALS

- ◆ Making an Apology
- ◆ Fixing a Problem/ Giving Assurance



What would you say?

Scenario: Your customer complained via email, expressing her disappointment on her orders arriving late. How would you respond to the customer?



To: jefferson@email.com

Subject:



Send

Business Email

- ▶ Ashley Robins replies to Mrs. Holmes to address a concern.



To: Katie Holmes

Subject: Concerns about Layout

Dear Mrs. Holmes,

Thank you for contacting us about your problem with the magazine layout and design. There were typo errors in the texts and some of the fonts were also distorted. I would like to apologize for not being able to follow the draft material accurately.

To make up for the inconvenience, we have sent you the updated version. Thanks again for bringing this issue to our attention, and please don't hesitate to contact me directly with any other concerns you may have.

Sincerely,

Ashley Robins
Copywriter



Send

Key Vocabulary

Learn the new words and answer the questions.



distort

(v.) to change something from its original, natural, intended meaning, etc.

e.g. The picture was **distorted** due to poor camera angle.



accurate

(adj.) correct and without any mistake

e.g. The figures and data presented are all **accurate**.



hesitate

(v.) to hold back in doubt or indecision because you are uncertain or nervous

e.g. She **hesitated** before answering the question.

Email Review

Read and answer the questions.



Ashley Robins replies to Mrs. Holmes to address a concern.

Dear Mrs. Holmes,

Thank you for contacting us about your problem with the magazine layout and design. There were typo errors in the texts and some of the fonts were also **distorted**. I would like to apologize for not being able to follow the draft material **accurately**.

To make up for the inconvenience, we have sent you the updated version. Thanks again for bringing this issue to our attention, and please don't **hesitate** to contact me directly with any other concerns you may have.

Sincerely,
Ashley Robins
Copywriter

Let's check the learning goal!



Ashley Robins replies to Mrs. Holmes to address a concern.

Dear Mrs. Holmes,



1. Making an Apology

Thank you for contacting us about your problem with the magazine layout and design. There were typo errors in the texts and some of the fonts were also distorted.

I would like to apologize for not being able to follow the draft material accurately.

To make up for the inconvenience, we have sent you the updated version.

Thanks again for bringing this issue to our attention, and please don't hesitate to contact me directly with any other concerns you may have.



2. Fixing a Problem/ Giving Assurance

Sincerely,
Ashley Robins
Copywriter

Learning Goals

Learn the key expressions and sentence structures.

∴ Making an Apology

- I/ We apologize for...
- Please accept my apology for...
- I would like to apologize for...

Example sentences:

- I apologize for any inconvenience this situation may have caused.
- Please accept my apology for the delay of sending the sample product.
- I would like to apologize for not being able to follow the draft material accurately.

Other Ways to Apologize

- **I'm terribly sorry for...**
e.g. I'm terribly sorry for the delay.
- **Please, forgive me for this...**
e.g. Please, forgive me for this inconvenience.



How do you apologize to someone?

Learning Goals

Learn the key expressions and sentence structures.

∴ Fixing a Problem/ Giving Assurance

- To make up for the inconvenience, we + **(solution)**.
- In order for us to fix your problem, we + **(solution)**.
- We'd also like to make it up to you by + **(solution)**.

Example sentences:

- To make up for the inconvenience, we have sent you the updated version.
- In order for us to fix your problem, we will provide you with another sample design.
- We'd also like to make it up to you by fixing the issue and resolve it at the earliest possible.

If you have no immediate solution to a problem, you may say:

- We will inform you once we have had a chance to review the issue.
- I will get back to you as soon as possible.



What do you do to fix a problem?

Writing Practice

Write a draft email.

Scenario: A customer submitted a complaint saying that your company's app is malfunctioning and cannot be used. Respond to his concern by apologizing and fixing the problem.

Making an Apology

①

**Fixing a Problem/
Giving Assurance**

②

To: jefferson.smith@mail.com

Subject: Fixing Technical Issue



Learn how to rephrase expressions to make them sound polite.

∴ How to Make Your Expressions Polite and Respectful

Instead of...

Reply to me by Monday.
Thank you.

I don't know.

That's not my job.

What do you need?



Say...

Could you please reply to me
by Monday? Thank you.

Let me find out for you.

I will work it out.

How may I assist you?



When do you use these expressions?

Overview

Keywords and expressions:

distort/ accurate/ hesitate

I/ We apologize for...

Please accept my apology for...

I would like to apologize for...

To make up for the inconvenience, we + (solution).

In order for us to fix your problem, we + (solution).

We'd also like to make it up to you by + (solution).

