

Bad news letter

Sociology



Union Bank of California 123 Main St. Carlsbad, CA. 92008 December 9, 2005

Margaret Caldwell 2789 Aviara Pky. Carlsbad, CA 92008 Dear Ms. Caldwell,

Thank you for taking time to inquire about the status of your debit account with Union Bank of California. We appreciate that you have provided the information necessary to complete a thorough inquiry into your claim.

In regards to claim #7899, the reference number that was referred to, 1440022-223839837109, is the same on all three disputed charges and was understandably the cause of your initial concern. This number remains the same for all charges placed on that day and therefore allows for multiple charges with duplicate reference numbers.

We further took the step to of speaking with the manager at the retailer, Wilson's Gourmet, where the charges originated. We are satisfied that the charge card equipment was operating correctly and did not result in an error. The three charges; \$23. 02, \$110. 95, and \$47. 50 were of different amounts, which eliminated any other human, or system error.

After carefully considering the results of our investigation, we respectfully feel that we must deny the credit you have requested to be placed on your account.

If you have any further questions you may contact me at 555-555-1212. I will be glad to answer any questions that arise or address any additional concerns you may have.

We appreciate you as a long time patron of our bank and look forward to continuing our relationship in the future.

Sincerely,

Samuel Golden

Claims Manager

<https://assignbuster.com/bad-news-letter/>

Audience Profile

Primary audience: Mrs. Caldwell

Audience size: 1 person, Mrs. Caldwell

Audience composition: Mrs. Caldwell is a valued customer. Based on the fact she was alerted to a possible error by the duplicate reference numbers indicates she has an understanding of her account and statement. She requires details. She is affluent based on her accounts and has the potential to use that as leverage to influence the bank's decision.

Audience's level of understanding: Mrs. Caldwell will fully understand the process the bank used to make its decision. She will understand that we were thorough and based our decision on fact and not bias.

Audience's expectations and preferences: Mrs. Caldwell will expect a credit on her account. She will, however, be open to accepting a denial if she can be convinced that the decision is correct.

Audience's probable reaction: Mrs. Caldwell will be defensive. Based on her perception of the store stealing from her, it is even more important she be adequately convinced that the charges are legitimate. When she rereads the letter, the positive tone of the letter should overcome any initial rejections she may have of our decision.