

Adjustment letter case study

Business



BUS 360W Spring BUS 360W Spring What happened when and to whom?

Create timelines of events in the case. Evaluate the sense of urgency.

On 2nd, February 2015 Coastal Moves gets a delivery job with Hesse Retail group via call by Paul Mabee, Vancouver Operations Manager.

On 5th February at around 6. 15 pm, Borjaski sent a confirmation to warehouse on delivery but an error occurred in Coastal Moves Company.

On 5th February 2015 at around 8: 35pm, a break in Occurred at Coastal Moves causing disabling of access cards that became active on 8th February at 9am.

On 7th February 2015, Coastal moves failed to pick from deliveries from Hesse warehouse at Richmond, BC.

On 8th February 2015 10 am, Hesse Company missed their client order delivery, and he called Borjaski to express disappointment. The truck arrived later at 11pm.

On 9th February at 9. 15am after the van came, Mabee called claiming deliveries got dumped off inappropriately. He called customer care number but no response.

What is the total monetary value of your refund for Ms Guilles? What other elements comprise your adjustment for Ms Guilles? Why? (Present your reasoning)

Ms Guilles monetary refund total to \$3200 for Prince George as fee. Due to late delivery Coastal Moves resulting from communication failure between Bojarski and Mabee they need to apologize and give an explanation for poor communication. They will also need to highlight on the future solution in case of such incident. In addition, they can deliver the deliveries to Prince for free. Free deliveries will help restore the good will.

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What optics did Ms Guilles and Mr. Mabee receive as a result of her recent experience with your company? What information about the Optics did the other stakeholders receive outside the case?

Ms Guilles and Mr Mabee have worked with Coastal Moves for over 25 years and annually generates \$120, 000. The recent experience indicates a great let down to the clients. Late delivery may adversely affect the stakeholders in case the Hesse decides to withdraw their account. However, their long-term relationship may favour restoration of good will.

What will be the purpose(s) of your letter? Explain your observations concisely. If one believes that there is more than one purpose, differentiate the primary objective from the others.

The letter will address the acceptance of the company to refund the fee of \$3200. Acceptance of the return will help address the primary demand of Hesse. It will send an apology due to late delivery and poor communication to the Hesse. It will also include an explanation for failure to pick goods as agreed and provide a future solution in case of similar incidents.

List the aims you would want to achieve for this letter? Be as specific / concrete as possible and present your reasoning.

The assurance of a refund to Prince George delivery due to late delivery and demand for return from the Hesse.

To apologise for letting down on the new submission and poor handling of goods by our offloaders and ineffective communication.

Offer an explanation for recent events leading to late delivery after 25 years of safe and reliable deliveries.

Provision of a future solution in case of repeat of same incidents.

What, precisely, will you tell your reader about your new quality control (QC)

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measures? Why? Present your reasoning.

The cause of the late delivery resulted from communication failure. Thus, the new quality control measure will make sure of an efficient communication system. Effective communication system will ensure in case of nay changes in company Hesse, and other customers get information. In addition, the service will work even on holiday days to make sure communication flows well.

List the complex environmental factors that are relevant to this case and how each affects the writing situation.

Physical environmental factors. For example, the break in on Coastal Moves resulted to disabled of access cards and loss of company laptops with some access codes. Disabling of access cards gave the company a setback in line of communication. Thus, this will help in justifying an apology to Hesse.

Technological factors. The service number to the Coastal Moves does not work effectively especially on holidays. Thus, this will explain to Hesse why they could not reach Borjaski.

What knowledge deficits does your reader have that you should fill? Should you not fill?

The error that occurred when Bojarski sent a confirmation of picking goods at the warehouse due to technical problems the company experienced at the moment.

Ineffective service number on holidays.

The theft at the company caused disabling of the access cards delaying the correction of an error and any communication.

The reader should not be aware of the information of Ms Borjaski going out of town for a short holiday.

Reference

Sypher, Beverly D. Case Studies in Organizational Communication. New York: Guilford Press, 1990. Print.