**ENGLISH 3771 CLASS ASSIGNMENT  
Section E264**



Dates: 8/28/2013 to 12/23/2013

**Porfolio Assignment: Informative Letter**

Draft due: 10/16/13

# Background

You are pretending to be a skilled employee in the business accounts department at Avis Budget Group (ABG), headquartered in Parsippany, New Jersey. You have just gotten your afternoon coffee, and when you get back from your desk, you see a note in your inbox from Senior Business Accounts Manager, Jack Heartland.

An Avis Preferred member, Davis Theopolis, submitted a complaint about ABG’s new automated self-service phone center through the corporate website. Typically, a customer service agent would boilerplate a letter back to Mr. Theopolis with a 10% savings voucher; however, because Mr. Theopolis is a very frequent, and passionate, customer, the complaint landed on Jack’s desk.

Jack has a golf outing this afternoon, and asked you to handle the complaint.

# Solution

Create a draft of an informative/goodwill letter from ABG that addresses Davis Theopolis’ complaint in a reasonable manner, while explaining the value of the new telephone system.

# Directions

* Prepare a draft of a response letter to Mr. Theopolis’ complaint.
* On a separate, but attached page, include the problem evaluation report.
* A draft of this letter and attached report must be uploaded to Blackboard before class on Wednesday, October 16th.

# Rubric

The rubric below will be used to assess the draft of your assignment. Note, because this is a draft assignment, you will not receive a grade. Instead, you will receive a response designed to help you improve your document for submission as part of your portfolio:

|  |  |  |
| --- | --- | --- |
| Objective: | Points Earned | Points Possible |
| Letter addresses the basis of customer’s complaint. |  |  |
| Letter is rhetorically structured according to best practices for informative messages. |  |  |
| Letter successfully argues the value of the new telephone system. |  |  |
| Letter is mechanically and stylistically sound. |  | |
| Problem evaluation report is included and complete. |  | |
| Total: |  |  |

**Problem Evaluation Report**

Customer complaint #1:

Customer complaint #2:

Customer complaint #3:

ABG’s position:

How ABG’s position benefits customer:

How ABG’s position may disappoint customer:

The value of ABG’s position despite customer’s complaints:

What is ABG’s goodwill offering to close: