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Customer support

- ▶ levels of formality
- ▶ email expressions
- ▶ writing emails

2.5 Writing Formal and informal correspondence

Discussion

1 With a partner, discuss what differences you would find in your own language between formal correspondence, e.g. a letter to your bank or your legal advisor and informal messages, e.g. an email to a friend.

Model

2 Read the four emails below and answer the questions.

- Which email is from:
 - a customer service department?
 - a junior colleague?
 - a senior colleague?
 - a customer?
- Which two emails are formal? Which two are neutral/informal?

✉ INBOX REPLY ◀ FORWARD ▶

1 Dear Ms Reckett,
I am writing with regard to a computer problem. You may remember we met at the office Christmas party, and I believe you mentioned having a similar problem with your laptop. Unfortunately, I have dropped mine and the screen is cracked. I was wondering if you could give me any advice on getting it repaired? I would very much appreciate any help you might be able to give me.
Yours sincerely,
James Blair

✉ INBOX REPLY ◀ FORWARD ▶

2 Dear Sir or Madam,
I am writing to enquire about having a television repaired. The set is a Goodson 42" LED TV which we bought 18 months ago and therefore is unfortunately no longer under guarantee. Currently we have a picture but no sound.
I would be very grateful if you could give me the address of an authorized repair centre in the Greater Manchester area. Thank you for your help.
Yours faithfully,
J. Roebotham (Miss)

✉ INBOX REPLY ◀ FORWARD ▶

3 Hi James,
Thanks for your mail. Bad luck about the laptop. Mine was a write-off – had to get a new one! Why don't you try Harrowson's in Oldham? They're usually good. Hope this helps.
Cheers,
Margaret
P.S. Of course I remember you. Give me a ring next time you're in town and we'll go for a drink!

✉ INBOX REPLY ◀ FORWARD ▶

4 Dear Miss Roebotham,
Re your email of 10 September: your TV is in fact covered by a two-year manufacturer's guarantee. Can you just send the set back in its original packing and we will repair or exchange it ASAP. Don't hesitate to get back to me if you need any more information.
Regards,
Max Hurst
P.S. Are you by any chance the Jenny Roebotham I knew at Manchester Business School in 06/07?