

## Re-writing tone of voice

### *The original*

*Dear Mrs E*

*Thank you for your correspondence, which I received on 10<sup>th</sup> January.*

*Please accept my apologies that your passenger assistance was not provided as arranged at Northallerton station on 27<sup>th</sup> December and for the inconvenience caused. Our booking system usually works efficiently and so I have informed the relevant managers who will take the necessary steps to avoid a repetition. With respect to your comments regarding your conversation with the member of staff in the ticket office, all employees of Abacus Trains are required to be both courteous and professional at all times and reports such as this are thankfully rare. Please accept my sincere apologies for this shortfall. Should you wish to discuss this matter further, please do not hesitate to contact me on 012 345 678.*

*Yours sincerely,*

## The Writer's tone of voice

Hi Emma,

Thanks for getting in touch with us. Your complaint hasn't fallen on deaf ears.

### **Firstly**

I want to say how sorry I am that we didn't send anyone to meet you at Northallerton station on 27<sup>th</sup> December. We'd promised you help with your journey and we didn't give it, which left you in a tricky situation. I want to tell you that this wasn't our intention, and it shouldn't have happened.

We can't turn back the clock, but we can make sure it doesn't happen again. I've spoken to the people in charge of bookings and they're fixing the problem.

### **Secondly**

Words by Kathryn Tann

I'm very sad about the way one of our staff spoke to you at the ticket office. I'm very sorry for this. We ask all our team members to be as friendly and helpful as possible, and so we're taking your experience at Northallerton very seriously.

We know that an email can't fix anything. But once again, we're really sorry.

If you want to talk about it, or have any burning questions, let me know. You can give me a ring on 012 345 678.

Thanks again for getting in touch,

Kathryn

## A very chatty tone of voice

Hey Em,

Thanks for dropping me an email the other day.

To get straight to the point, I'm really sorry about what happened on the 27<sup>th</sup>. We stood you up, and that's not okay. There's been a muck up on our part, so I've had a chat with the guys in charge of bookings. Fingers crossed it doesn't happen again.

And now for another apology. You mentioned about how one of our ticket guys was a tad rude. Again, that's not okay. Everyone on our team is meant to be super friendly, and I'm gutted that we've messed up in this department too.

If time travel were possible, I'd absolutely make sure none of this had happened in the first place. But in the mean time, sorry. Again. I hope they hurry up and figure that one out, because I can't help feeling an email just doesn't cut it.

Give me a buzz if you want to chat about all this. My number's 012 345 678.

p.s. Please forgive us.