Communicate with Impact

ENGLISH & BUSINESS COMMUNICATION

Email Etiquette

- Subject line- Keep it clear, short & relevant. Avoid vague subjects like Hi, or urgent !!! ,just for U etc.
- Use a polite greeting & salutation –Depending on formality e.g. Dear Sir/Madam, Dear _____
- Purpose in the opening of the mail – Start with the reason for writing the mail in the first line .E.g. With reference to our discussion on _____ last week , I would like to inform you……
- Tone & language – Keep it polite, positive & professional .Avoid slang, E-mojis, jargons, acronyms
- Structure & clarity – Write short paragraphs & bullet points for clarity.
- Keep the language clear ,correct ,concise and complete
- Use proper punctuations .
- Proofread before sending the mail- Check for spellings, grammar & tone.
- If your are attaching an file/attachment ,mention clearly in your mail .
- Professional Signoff – End with courteous close : Best regards/Kind regards followed by your name & designation

Not So Professional	What's Right ?
Writing 2- page Email	Keep it short and to the point
I will discuss with my higher authority about this issue	Why are then you responding without checking ?No responsibility taken. Offer solution to the issue raised .
I will never repeat this mistake again In future it will never happen again I know what we have done is a very huge mistake I promise the delay wont be happen again We will provide top most quality in delivering the job which will never disappoints you in near future	Not a correct response to the client. Keep it professional .Use Professional language
Hope you understand our situation I am XXXXX and I recently joined this contract	Why should client understand your situation
We are try to retify our mistakes as soon as it as possible	When as soon ? One month ? One year ?
Could you please explain the situation about an issue	Request….keep the tone "Polite"
Spelling mistakes – Querie ,Patient (patience),your Reward	Right spellings
Regarding the communication error we have a linguistic program for our team to avoid such errors in future	Why do you need to inform this to your client ? Avoid giving such unnecessary information .

Not Professional	Sounds Professional
Sorry for the issue	Apologize for inconvenience caused
We didn't understand your issue	We regret we were unable to fully understand your concern earlier
We will inform time to time	We will keep you updated on the progress
We are trying to resolve the issue	We are working to resolve the issue at the earliest and provide a prompt resolution
This is not our fault	We regret the inconvenience caused and will investigate the matter on priority
Missed the deadline ,Delay in resolution Due to some issues….	We regret the delay in resolving your complaint /Submission of reports and sincerely apologize for not meeting the committed timeline. Our team in actively working on the issue and will ensure it is resolved /submitted by DD/MM/YYYY
Sorry for the delay	I/we apologize for the delay. Request you extend the timeline by 2 more working days for resolution/Submission of xxxxx
This issue happened because of mistake/miscommunication	We apologize and take full responsibility for the oversight. We are committed to resolving your issue at the earliest.
Replaced the internal review team with highly efficient workers in our company to avoid similar situation	We have strengthened our internal review process to ensure improved accuracy and faster resolution going forward

Write an Email in 8-15 sentences

Scenario : Customer /Client has raised a complaint regarding the service provided by your organization .Client writes that your service is “Pathetic” since you are unable to understand and resolve his issue and resolve it.Write an Email to convey apology & respond to the complaint raised.

3 issues :

- ✓ Poor service
- ✓ Unable to understand his issue
- ✓ Unable to resolve his issue

Subject

- Apology for inconvenience caused & complaint resolution
- Apology regarding your complaint and service experience
- Apology regarding your recent service experience
- Apologies for Inconvenience and response to your complaint
- Our apologies and resolution of your complaint
- Resolution of complaint no # xxxxxxxx

Use 3A formula in apology mails :

1. Apology : Express regret politely
2. Acknowledgement : Show that you understand the issue
3. Action : Explain what will be done to resolve it .

Apology

- Sincerely apologize for inconvenience caused
- Regret that our service did not meet your expectations
- Apologize for not able to address your concern appropriately
- Truly sorry for the inconvenience this situation has caused you.

Acknowledgement

- We understand that your complaint has not been addressed and resolved as per your expectation

Action

- We have reviewed your complaint in detail and will ensure that the issue is resolved in next XX working days

Dear Sir/Madam/XXXX

Sub: Apology for unsatisfactory service experience regarding your complaint no. XXXX

With reference to your mail /complaint dated 15/03/2026 regarding inadequate service experience and delay in resolution of complaint/concern , I/we sincerely apologize for the inconvenience caused .

I/We have reviewed your complaint in detail and understand that you are awaiting the below mentioned 2 clarifications :

- Computation of TDS
- Revised Income tax return calculation

I/We are arranging to provide these documents/information in next 3 working days and ensure that your complaint is resolved on priority . Request you to share your PAN and GST numbers to help us resolve your complaint without any further delay .

We assure you of our continued commitment to providing the best service .

Thanks & Regards

Name

Designation

Task : Write an Email in 8-15 sentences

- Scenario : client is upset because you promised to send a financial report today, but you need two more days to finish it due to some technical glitch . Write a polite email to the client apologizing for the delay and asking revised timeline for submission of the report.