
25 Apologies

Write an 'apology' email.

Some ideas are given below, but adapt and change them as you wish.

- a) Find the 'complaint' email you wrote for unit 24. Exchange it with a partner. Reply to the email you receive, inventing any necessary information.
- b) An email to a customer apologising for a delay in sending some goods.
Ideas: what are the goods? why did the delay happen? will you give the customer this reason? when will you send the goods? will you confirm shipping when it happens? will you take any other action? can the customer contact you for more information?
- c) An email to a friend whose birthday you forgot.
Ideas: you were very busy at work, suggest meeting next week.
- d) Use these questions to prepare a situation based on your job:
 - What do your own customers typically complain about?
 - From your point of view, why does this happen?
 - Do you give a reason when you apologise? What do you say?
 - What action do you tell them you will take?

Now write a typical 'apology' email based on this situation.

When you finish, work with a partner. Check each other's grammar, spelling, punctuation and style. Is everything clear, well-structured and easy to understand?