

Basic English (5)



Unit 3 Lesson 9 - Write an apology email.



### Choose the correct letter.

sorry

1. l'm _	we've got bad ne	ews. The company will be o	downsizing soon.
	A apologize	B afraid	c regret
2. "What if we hire more employees for the next season?"  Which step in delivering bad news is described in the sentence?			
	A Opening	Explaining	Presenting Solutions
3. Ms. S	Salvatore apologizes t	he late response regarding	the meeting.
	A for	B in	c due
	d like to apologize for interru on't about it.	pting your presentation.	

apologize



Introduce today's sentences.

#### **Grammar Focus**

How to Write an Apology Email



### **Key Expressions**

- I sincerely apologize for the damaged product.
- We look forward to providing a better experience for you in the future.

# **Word Focus**



### Listen to the teacher and repeat.



quality control



on behalf of



replacement



voucher





### Learn the structure of an apology email.

To: hajimetogami@gmail.com

From: bosato@gmail.com

Subject: Apologies for the Damages

#### Dear Mr. Togami:

Thank you for giving us your review about the washing machine. On behalf of Home Gizmos, I sincerely apologize for the damaged product that you received.

Our products go through several quality control measures before they are delivered to customers. However, it appears that there were some problems during the shipping process.

To make up for this error, we have shipped a replacement, which should arrive within 2-5 days. To make up for the inconvenience, we are also giving you a voucher that you may use for your next purchase.

We are truly sorry that your original purchase did not live up to your expectations, but we look forward to providing a better experience for you in the future. Thank you for bringing this issue to our attention, and please don't hesitate to contact me directly with any other concerns you may have.

Sincerely,

Bo Sato

Sales Manager, Home Gizmos



#### **Format**

- 1 Recipient's email address
- 2 Sender's email address
- 3 Subject
- 4 Salutation
- 5 Body

Expressing Remorse

Taking Responsibility

Making Amends

**Providing Assurance** 

5 Closing Salutations

Sincerely, / Regards,

Name

Position (if applicable)



### Learn the basic parts of the body of an apology email.

# **Body Outline for an Apology Email**

Dear [Family Name]: Use a (:) rather than a (, ) to follow the salutation in a business letter.

[Expressing Remorse] Specifically state what you are apologizing for.

[Taking Responsibility] Clearly indicate that you are taking responsibility for your actions, as

described above. Do not make excuses; instead, make it clear that you own

your role in the situation.

[Making Amends] Offer a way to make things right.

[Providing Assurance] Include a statement designed to reassure the recipient that you will not make

the same mistake again in the future.

Sincerely,

[Your Full Name]

[Your Title (if applicable)]





### Learn some important grammar expressions.

#### **Expressing Remorse**

sincerely apologize for + noun clause

I sincerely apologize for the damaged product.

I sincerely apologize for the delay in replying your email.

We sincerely apologize for the inconvenience.

He sincerely apologizes for the mistakes he has done.

#### **Providing Assurance**

look forward to + gerund

We look forward to providing a better experience for you.

I look forward to working with you more in the future.

The company looks forward to offering you better service.

We look forward to serving you again.

# **Activity**



Identify which part of an apology letter each sentence belongs to.

### Expressing Remorse | Making Amends | Taking Responsibility | Providing Assurance

Again, please accept our apologies; we are confident that this will not happen in the future.

1

All our staff members are given a 3-month training program prior to their joining. He is a new employee, who too was given the right training but happened to lose his temper. I am truly sorry for his conduct.

2

As a gesture of goodwill, we are willing to offer shopping coupon worth 100 dollars which you can use within the next 1 year Of your purchase at our store.

On behalf of ABC Company, I sincerely apologize for one of our staff's misbehavior.

3

4

# **Activity**



### Construct sentences using the two expressions and the situations given.

sincerely apologize for + noun clause

Situation: You are late for the meeting.

.----

**Situation:** You submitted the wrong file to your boss.

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look forward to + gerund

**Situation:** Your boss hopes you would perform better in the next few months.

\_\_\_\_\_

Situation: You were encouraged by your leader to improve your skills.

\_\_\_\_\_\_





## Write an apology email using the outline provided.

Dear []:			
[Express remorse.] I sincerely apologize for			
[Take responsibility.] I regret that our product apparently slipped past our quality control measures.			
[Make amends.] To make up for this error,			
[Provide assurance.] Thank you forand please don't hesitate to			
contact me directly with any other concerns you may have.			
Sincerely,			
[]			
[]			

# **Role-play Time**



Situation: You are the manager of the company. The customer is calling to complain about the products that she purchased online.

(Use the grammar you learned today.)







#### Read what we learned today.

