

## Areas for improvement in this response:

- **Lack of personalization:** The customer is not addressed by name, and the communication is impersonal.
- **Treating customers with courtesy:** The lack of polite phrases reflects poorly on the brand.
- **Unclear process:** No specific information is provided on how to return or exchange the product.
- **No acknowledgment of the error:** The shipping error is not acknowledged, which may give the impression of indifference.
- **No proactive solution is offered:** The customer is not confident that their request will be addressed promptly or that the error will be resolved as soon as possible.

Here is an example of a possible response:

Subject: Exchange of your NexTrendish jacket - Order No. 300323T

Dear Mr. Caney,

Thank you for contacting us! We apologize for the incorrect size shipped with your order No. 300323T. We fully understand the inconvenience and will do everything possible to resolve the situation promptly.

To make the exchange process easier, we suggest the following procedure:

1. We will email you a prepaid return label today, which you can use to send back the jacket in size L.
2. As soon as we receive your package at our warehouse, we will promptly ship a new jacket in size M, subject to availability. We will keep you updated on the progress of your exchange.

Alternatively, we can issue a refund instead of an exchange upon request.

We sincerely apologize for this incident. We hope the new jacket meets your expectations and remain at your disposal for any further questions.

Thank you for your loyalty and trust in NexTrendish.

Best regards,

[Customer Advisor's Name]

NexTrendish Customer Service

It is also possible to follow up with the customer to assess their satisfaction by asking them to rate how their request was handled and to share their opinion on the jacket once they receive the correct size. This type of action can be implemented in this email or later in the return process.

By making these adjustments, Robin could easily ensure customer satisfaction despite the initial issue during the first contact.

After-sales service provides an opportunity to demonstrate responsiveness, customer focus, and the ability to deliver effective solutions.