

BA Mad Lib

1. Full Name Of A Person
2. Location
3. Date
4. Service Or Product
5. Adjective
6. Adjective
7. Noun
8. Supplier We Are Blaming
9. Ec Status
10. Location
11. Date

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Dear _____
Full Name of a Person

Thanks for getting in touch with us about your flight to _____
Location on _____
Date. I apologise for the delay in our response. I'm sorry to learn that you were unhappy with _____
Service or Product. I'm also concerned to learn that your flight was _____
Adjective. I can understand how frustrating this must have been for you, especially as this is not the first time you had experienced this. I absolutely agree this isn't what you'd expect from us, especially on a _____
Adjective flight. I do apologise for the inconvenience caused.

We've made improvements to our environment which included spending more on _____
Noun. We've also set up new performance-based contracts with _____
Supplier we are blaming, which helps us maintain our usual high standards.

We've also looked into our own processes to make sure the problems that are reported are dealt with as quickly as possible. We're grateful you've taken the time to tell us what happened, as it's only through receiving your comments we know where to focus our attention. I've sent the details of your complaint to our Customer Experience team and they'll definitely value your insight.

We know there's still more work to be done in this area, but I know you'll see positive changes very soon. We appreciate your support as a _____
EC Status member of our Executive Club. I hope you enjoy your flight with us to _____
Location on _____
Date. Please feel free to contact me directly using the blue link below if I can help you with anything else.

