

<header>

Topic: Neutral and Positive Messages

Subtopic: Routine Claims

Content Creator Name: Nathan Hurwitz

Creation Date: October 4, 2018

</header>

Mutliple-Choice Question Type

<question type="mc">

1. What is the definition of a 'routine claim?'

- a. A routine claim is any kind of request that is filed on a regular basis.
- b. A routine claim is an assertion that you own a particular piece of either real property or intellectual property (an idea or invention).
- c. A routine claim is a request for an adjustment that you believe will be granted without much persuasion.
- d. A routine claim is a request for a refund on the basis of product defect.

Analysis:

- a. Incorrect. Although claims may be made on a regular basis, those claims may not necessarily be routine claims.
- b. Incorrect. A land claim is the assertion and assumption of the ownership of that land, but this is not the assertion that you own a piece of real or intellectual property.
- c. Correct. A routine claim is a request for an adjustment that you anticipate will be granted quickly and without much persuasion.
- d. Incorrect. While such a claim might or might not be a routine claim (based on whether or not it is assumed to be granted without much justification), this is not the definition of a routine claim.

<metadata>

Level of difficulty: Medium

</metadata>

<question type="mc">

2. What is the definition of a 'persuasive claim?'

- a. A persuasive claim is an assertion that is passionately and eloquently made.
- b. A persuasive claim is a request for adjustment for which you anticipate needing act persuasively.
- c. A persuasive claim is a request for adjustment, which you assume will stand on the strength of your initial request.
- d. a persuasive claim is an assertion that is clear and effective without additional discussion or argument.

Analysis:

- a. Incorrect. A persuasive claim is not an assertion, it is a request for adjustment.
- b. Correct. A claim is a request for adjustment, and a persuasive claim is one which you anticipate will require substantial time and persuasion.
- c. Incorrect. A persuasive claim has a request for adjustment, but one that you believe will take serious attention and persuasion.
- d. Incorrect. A claim is not an assertion, it is a request for an adjustment.

<metadata>

Level of difficulty: Difficult

</metadata>

<question type="mc">

3. In writing a routine claim, what kind of language would be most effective and appropriate?

- a. forceful.
- b. accusatory.
- c. slangy.
- d. cordial.

Analysis:

- a. Incorrect. There is no need to be forceful in creating a routine claim.
- b. Incorrect. There is no need to be accusatory in creating a routine claim.
- c. Incorrect. Although this document does not require formal writing, you should not bring slangy language into business documents.
- d. Correct. In writing a routine claim the assumption is that your claim will be resolved in your favor quickly and without much persuasion; because of this you should always assume a cordial tone.

<metadata>

Level of difficulty: Medium

</metadata>

<question type="mc">

4. What should be the first thing you write in preparing a routine claim?

- a. Clearly state what you are requesting.
- b. Clearly state the events leading up to your request.
- c. Open with bullet points of reasons why you are initiating this action.
- d. Begin with a cordial and friendly greeting to get the reader on your side.

Analysis:

- a. Correct. Open a routine claim by clearly stating what you are requesting.
- b. Incorrect. The events leading up to your request should be included in the body of your document.
- c. Incorrect. If you include a list of bullet points of reasons why you are initiating this action it should be in the body of your document.
- d. Incorrect. While your tone should certainly be cordial and friendly, get right to the reason for your message.

<metadata>
Level of difficulty: Medium
</metadata>

<question type="mc">

5. Which of the following should NOT necessarily be stated in the body of a routine claim?

- a. a history of the events leading up to the request.
- b. bullet points of facts supporting your claim.
- c. a clear statement of what you are claiming.
- d. references to any important supporting evidence.

Analysis:

- a. Incorrect. A history of the events leading up to the request should absolutely be a substantial part of the body of your claim.
- b. Incorrect. Bullet points of facts supporting your claim would make great sense in the body of your routine claim, since a routine claim should not need too much more than bullet points.
- c. Correct. The clear statement of what you are claiming should be included in your opening. By the time you are writing the body of your statement you have already articulated this.
- d. Incorrect. It is likely that such evidence will not be needed, since a routine claim is assumed to be a relatively clear-cut case. But should this be needed, this is where it should appear.

<metadata>
Level of difficulty: Difficult
</metadata>

<question type="mc">

6. You have received a shipment of jelly beans for distribution to movie theatres across the Pacific Northwest. Unfortunately the jelly bean company shipped ONLY cinnamon beans rather than the complete assortment you ordered. Your relationship to the jelly bean company is important to maintain, as they always provide a quality product at a great price. The CEO of your company was a college roommate of the CFO of their company. What is the best way to write a routine claim to them over this matter?

- a. Write a cordial informal note to the account manager handling your business with them in which you ask for the shipment to be switched out for one containing the full range of products, explain what you received as opposed to what you ordered, thank them in advance for their help with this and let them know how much you always enjoy doing business with them.
- b. Write a letter to the CFO, your boss's old roommate in which you open with the description of what you ordered and what you received. Then ask for that the order be replaced. Insist that their account manager who works with your account has always been excellent in the past, and how much you hope this does not reflect on her.
- c. Write an angry note to the head of their shipping department complaining about the botched order. Begin by threatening to go to his boss about this if the order is not replaced immediately.
- d. Return the order and ask if it would be possible to get at least a partial refund. Then seek out another supplier.

Analysis:

- a. Correct. A routine claim should always remain cordial. It should begin with what you are asking for in the opening and then proceed to the details of what happened and why in the body. The closing should remain the upbeat tone. Remember, it is your expectation that the claim you make in a routine claim will be met.
- b. Incorrect. Going over the head of the account manager is not going to engender you to her or help you maintain your good ongoing relationship. You should begin with what you are asking for, not with the description of events surrounding the request.
- c. Incorrect. An angry tone is never appropriate in a routine claim. Threatening at all is not appropriate, and absolutely not as an opening.
- d. Incorrect. Why would you want to lose your supplier over a mistaken order? Returning the order and just walking away is a very poor choice.

<metadata>

Level of difficulty: Hard

</metadata>

<question type="mc">

7. You are an account manager for a successful jelly bean company. A regular customer has sent you a routine claim asking you to replace their order immediately. They claim to have ordered a broad range of beans yet only received cinnamon. They have politely asked for you to replace the order, but you have copies of the original order in front of you that clearly indicate their order for cinnamon jelly beans. You would be willing to switch the order anyway, just to keep a good customer and allow their purchasing manager safe face, but you do not have enough beans in stock to accommodate this request. Which of the following is the best way to construct a reply to their routine claim?

- a. Write to the purchasing manager. Open with the fact that he was wrong about the original order, send a copy of the original order to prove your point. Explain that because of this you cannot replace the order for them. Go on to say that even if you wanted to you could not because of supplies.
- b. Write to their CFO asking her to intercede with the purchasing manager. Explain that the purchasing manager ordered the wrong jelly beans and offer the original order as proof.
- c. Write a curt not to the purchasing manager, sending copies to their CFO and your CEO. Open with the fact that their purchasing manager is quite mistaken and unaware of what the original order contained. Go on to say that you would consider changing the order for them, but you do not have the stock to make that happen.
- d. Write to the purchasing manager. Open by saying that you regrettably will not be able to accommodate his request. Follow with a clear description and photocopy of the original order. Explain politely that you would be happy to accommodate their needs despite their misplaced order but you do not have the supply they are requesting. Offer to ship the items that they mistakenly thought they had requested as soon as they are available at cost.

Analysis:

- a. Incorrect. Begin this correspondence with the main point, which is that you not be able to accommodate their claim. Maintain a cordial and upbeat tone rather than a confrontational tone.
- b. Incorrect. In this kind of correspondence do not go over the head of the person who is corresponding with you, and do not place the blame on them.
- c. Incorrect. Write to the person who contacted you. Do not place blame. Open with the point of the letter, which is that you cannot accommodate their claim.
- d. Correct. Open by relating the main point, their request cannot be accommodated. Follow with the reasons and justifications. Maintain a pleasant upbeat tone and offer to make the customer happy as soon as absolutely possible.

<metadata>

Level of difficulty: Hard

</metadata>

<question type="true-false">

8. A routine claim is any document sent to seek remediation for a botched transaction.

T

Incorrect. A routine claim MAY be used to seek remediation for a botched transaction, but there are other documents you can use to seek remediation, and a routine document has much wider use than this

F

Correct. A routine claim is a request for an adjustment of any kind for which you anticipate a relatively quick and positive response which will require very little justification or support.

<metadata>

Level of difficulty: Medium
</metadata>