

Report writing: recommendations

1 You are going to write the recommendations to go at the end of a report. First read the memo from the Customer Services Assistant at Midwest Bank.

MIDWEST BANK plc

Memorandum

To: Susanna Santos Date:

From: Subject: Customer Service Questionnaire

The findings of a recent survey of our customers show that customers are dissatisfied in the following areas:

- staff attitudes (rude and uninterested)
- local managers (don't have enough authority)
- bank charges (very high)
- service is not flexible
- self-service machines (unreliable)
- premises (unattractive)

Following discussions, I recommend that we do the following things (in order of priority):

- 1 We should ...
- 2 ...

2 Work in pairs. Discuss the findings of the survey and agree an order of priority for dealing with the areas of dissatisfaction.

Student A: You collected the results of the survey.

Student B: You are Student A's boss.

3 Decide on a recommendation for each point.

4 Now write the recommendation section of the report.

Example:

Recommendation

*We should cut bank charges*

Purpose

*so that customers don't switch banks.*

5 Work in pairs.

Student A: From the IMG SWOT analysis (page 37) write a list of recommendations for IMG. Say what the purpose is of each recommendation.

Student B: Write a list of recommendations for the report that Ford's International Women's Marketing panel write for the Ford management. Say what the purpose of each recommendation is.

6 Read your partner's recommendations. Write some comments about the ideas, the grammar and the spelling.

➤ Business Writing Workbook page 69