

To: Lisa Liang

From: Cheryl Chao

Date: December 10, 2019

Subject: Formal Report Peer Review

Hi Lisa,

I have peer reviewed your formal report. Below are some comments and suggestions for each section of your report.

First Impressions:

The formal report is clearly sectioned with headings and subheadings. Each of the headings and subheadings are differentiated with headings being bolded and subheadings having a smaller font size. This allows for quick navigation through the report. The report is also very detailed with graphs and explanations. The report is complete as it has a title page, table of contents, introduction, data analysis, conclusion and references.

Introduction:

The introduction is clear and strongly supported with statistics. It strengthens the purpose of the report as the statistics are integrated in the first paragraph, showcasing the severity of the issue with evidence. Also, the introduction and the purpose of the study has a very clear linkage, from showing evidence of increasing customer complaints to leading into the topic of maintaining the competitive edge. A suggestion would be to avoid using negative phrases. Specifically, in the last sentence of the purpose section, "Decreasing the number... issues of unhappy customers are resolved...". Consider changing the phrasing of that sentence to "Resolving the issue of customer complaints will lead to satisfied customers". In terms of the methods, it is clearly written and the step by step structure allows readers to understand how data is collected in this report. In addition, the summary of the key ideas asked in the surveys are crucial to understanding how the surveys are related to the purpose of the study. There are no suggestions for the methods section.

Data Analysis:

This section includes a brief explanation of the demographics of survey participants. This is important as it shows background information for readers when reading the data analysis below. Each graph has icons that indicate what the colors on the pie charts represent. However, the graph titles are questions directly taken from the survey. It would be improved if the questions were replaced with titles that show the variables being researched. An example would be "How many calls do you take per day" be replaced with "Number of Calls Managers Receive On a

Daily Basis”. In addition, there are only pie graphs, however, for the first graph, perhaps a bar graph would be more suitable. This is because it is asking about the number of calls and a pie graph of 100% to less than 10 calls is a little misleading. Furthermore, figure numbers are needed to help readers reference and differentiate the various graphs on the report.

Conclusion:

This section started with a summary of the results. The summary is clear and connects to the issue mentioned in the introduction. However, it may be more suitable to put this summary in the data analysis as it can better show why these results are important and how the data contributes to the issue and recommendations. The conclusion could still use one to two sentences to summarize the results again. The conclusion also included recommendations and expected outcomes which allows readers to better understand the impact and the reason for the chosen recommendations.

Appendix

The appendix is clearly labeled and shows other graphs that were not further discussed in the report. There are no suggestions for the appendix.

Grammar and Typos:

This report does not have major grammatical errors. There was a typo in the third graph in the data analysis section. The question reads “ ... calls being transferred you decreases the likelihood...”. There is an extra “you” between “transferred” and “decreases”.

Overall, this formal report was very well written and has a good cohesion throughout the report that stresses on the core issue of increased customer complaints. If you have any questions or comments, feel free to email me at cherylchao.27@alumni.ubc.ca.

Link to Lisa’s Formal Report Draft:

<https://blogs.ubc.ca/engl301-99a-2019wa/2019/11/30/assignment-32-formal-report-draft/>