

## Evaluating an AI-Generated Professional E-Mail

This is an exercise that integrates the use of Microsoft Copilot as a showcase while emphasizing the role of critical thinking and human oversight in business writing.

### Objective:

Use AI (for example, Microsoft Copilot, Google Gemini, or ChatGPT-4) to assist in writing a professional e-mail, but critically evaluate and revise the output to improve tone, strategy, clarity, and appropriateness for a business setting.

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#### 1. Scenario:

You are a manager at a marketing firm. Your client is unhappy with the latest campaign your team delivered and has sent a critical e-mail expressing dissatisfaction with your efforts. Write a response to the client, ensuring it is professional, empathetic, and outlines a solution.

#### 2. AI Assistance:

Use Microsoft Copilot, Google Gemini, or ChatGPT-4 to generate an initial draft of the e-mail. Provide the prompt to the generative AI and copy the response into a Word file.

#### 3. Critical Review and Revision:

Analyze the AI-generated e-mail for the following features:

- **Tone:** Does the tone match the professionalism and empathy required for the situation?
- **Strategy:** Is the reply positive and does it respond to the recipient appropriately to maintain goodwill?
- **Clarity:** Is the message clear and concise? Are there any vague or overly complex phrases?
- **Content:** Does the e-mail effectively address the client's concerns and propose a suitable solution?

#### 4. Rewrite:

Based on your review, revise the e-mail to ensure it meets the standards of professional business communication. Focus on refining the tone, strategy, structure, and detail to make it more human and authentic. The scenario offers few details, making writing a specific message difficult; however, try not to embellish.

#### 5. Reflection:

In a short paragraph, explain what changes you made and why human oversight was necessary to improve the AI-generated draft.

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### Deliverables:

Submit the AI-generated e-mail with the final revised version of the e-mail. Include your reflection paragraph.

[Optional document to show an intermediate step:] Use the tracking and review tools in MS Word to create an intermediate marked-up document; alternatively, if a hard copy is required, make hand-written edits.

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### Purpose:

This exercise demonstrates how AI can assist in business writing but highlights the importance of human intervention to ensure that communication is contextually appropriate and emotionally intelligent.

Note: Parts of this assignment were created with the help of ChatGPT-4 and Microsoft Copilot.

## Microsoft Copilot Output—First Draft

Subject: Response to Concerns Regarding Latest Campaign

Dear [Client's Name],

I hope this message finds you well.

First and foremost, I want to extend my sincerest apologies for any dissatisfaction you experienced with our recent campaign delivery. I value our partnership greatly and am deeply committed to ensuring that our efforts align with your expectations and objectives.

I understand how critical effective marketing is for your brand and the frustration that can arise when outcomes fall short. Your feedback is incredibly important to us, and I assure you that we are taking your concerns seriously.

To address your concerns, I propose the following steps:

1. **Immediate Review:** Our team will conduct a thorough review of the campaign in question to identify the specific areas where we may have fallen short.
2. **Client Meeting:** I would like to schedule a meeting with you at your earliest convenience to discuss your concerns in detail. This will help us understand your perspective and expectations more clearly.
3. **Revised Strategy:** Based on our review and your input, we will develop a revised strategy and action plan to address the identified issues and ensure the campaign meets your standards.
4. **Progress Updates:** To maintain transparency, we will provide regular updates on our progress and any adjustments made to the campaign.

I am confident that by working closely together, we can turn this situation around and deliver results that exceed your expectations. Thank you for your understanding and for giving us the opportunity to rectify this matter.

Looking forward to our discussion.

Best regards,

[Your Name]

[Your Position]

[Your Contact Information]

## NOTES FOR INSTRUCTORS:

### *Critique of first Copilot draft:*

Business communicators spar over the appropriateness of apologies and buffers for bad news. In this scenario, the writer needs to take responsibility for disappointing the client. Offering a genuine, sincere apology seems in order; it would not lead to any legal liability. However, both objectives can be accomplished with constructive phrasing rather than negative wording. Instead of dwelling on failing, the writer should focus on rectifying the situation, i.e., revise the campaign.

The structure of the first-draft e-mail by Copilot offered a workable outline. Clichés, stilted bureaucratese, and wordiness needed trimming and rephrasing.

A more fleshed-out business scenario with additional detail would lead to a more specific, authentic document.

Our proposed final draft could be used as an opportunity to discuss the merit of apologies and positive wording. We opted for a message without an explicit apology.

### *Weak “finetuning” of the draft proposed by Copilot:*

Microsoft Copilot suggested “adding something to show even more empathy” and when prompted to do so, it merely inserted the following bolded sentence into the third paragraph of the first draft: **I acknowledge the impact that this campaign may have had on your business goals and deeply regret any adverse effects it may have caused.**

The added text is no improvement. It continues the somewhat stilted and wordy style of the first draft. Worse yet, a second apology seems unnecessary because it adds to a negative tone.

### *Formatting issue when pasting Copilot output from browser to MS Word:*

The lines of the draft didn’t flow naturally. Words at the end of the line were divided in a seemingly random fashion, sometimes leaving just one letter in the top line as well as the bottom line.

*The fix:* After pasting the text into Word, click on the pull-down menu for *pasting options* that hovers below the pasted text and select *text only*. You may need to reformat the document, but at least the lines flow naturally.