

# Explanation Incident Report Letter To Boss

---

Daniel Lee

Team Leader

XYZ Marketing Agency

123 Corporate Ave

Los Angeles, CA 90001

October 16, 2024

Lisa Thompson

Director of Operations

XYZ Marketing Agency

Subject: Incident Report for Client Miscommunication on October 14, 2024

Dear Ms. Thompson,

I am writing to inform you of an incident involving a miscommunication with our client, ABC Technologies, which occurred on October 14, 2024. The issue arose during the execution of their recent marketing campaign.

While preparing the email marketing blast, the instructions provided by our team member, Sarah Mitchell, mistakenly included outdated promotional materials. This error resulted in incorrect offers being sent to the client's customer base. The mistake was identified after the campaign was distributed, and we immediately contacted ABC Technologies to rectify the issue.

Upon discovering the error, I took the following actions:

- Informed Sarah Mitchell of the mistake and reviewed the campaign to understand how the error occurred.
- Contacted John Roberts, the client's marketing manager, to apologize and offer a solution.

- Worked with the client to issue a corrected email blast with updated promotional content.

To prevent similar incidents in the future, I recommend implementing:

- Stricter quality control processes for campaign reviews before launch.
- Regular team training on client-specific protocols to ensure accuracy.

I have also scheduled a meeting with the client to ensure any concerns are fully addressed and to maintain our strong relationship with them. Please let me know if additional measures are required, and I will take the necessary steps to ensure this does not happen again.

Sincerely,

Daniel Lee

Team Leader

