**Claim Letter**

Write a block claim letter for a product or service that you have been disappointed with. You may need to look up the product and producer information. Remember to use an effective tone and natural language as you explain what happened and specifically what resolution you are requesting.

Samples

10.6 A block format without letterhead

10.7 Appropriate tone in conveying bad news

10.9 Routine claim letter

10.10 Arguable claim letter

Before writing the claim letter, answer the following questions.

1. To whom are you writing (primary and secondary audience p. 45)? Acme Service Department Have you contacted this person before? No. What was his or her response and attitude?
2. What is your claim (p. 52)? Acme’s computer caught on fire 1 week after purchase. Want to be reimbursed for damage to my computer table and replacement of the computer. On what basis are you making this claim? Their product was defective.
3. What outcome are you asking for? Replacement of the computer and reimbursement of damages. Why do you think this is reasonable and logical? It is reasonable that their product would not catch on fire. What are you doing with the product in your possession? Holding onto it before finding out how they wish to deal with the issue.
4. List in order all of the events related to the claim.
5. Computer was set up following the directions from the manufacture.
6. Computer caught on fire under normal use. Computer caused damage to my desk.
7. Contacted Service Department by phone
8. Found comparable used desk at a reuse store for $100.00 and got repair quote of $125.00

After writing the claim letter, answer the following questions.

1. Did you use a direct or indirect approach (p. 192)? Indirect Why do you think this is appropriate? Asking for something outside their normal warranty.
2. What ethical considerations (p. 69) are in your letter? None. Asking for just compensation.
3. Which relationship connection (p. 54) did you use? Relationship with some rational. Why is this appropriate? First forms a connection to the company the gives rational reasons why I should be compensated.
4. Quote examples of where you used the “you” perspective (p. 188) in your letter. Explain what response you hope to receive from these lines. You company has a reputation for making quality computers at a reasonable price with an excellent customer service. I hope this demonstrates that I expect excellent customer service and the problem to be resolved smoothly.

Hand-in

1. Answers to planning and response questions.
2. Final draft of the claim letter.
3. Block letter template.
4. Scoring sheet.

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Technical Writing 127

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**Claim Letter**

Evaluation

4 requirements are met, and the work is ready to use as is

3 requirements are met; the work is usable, but could be improved

2 most requirements are met, and the work has the potential to be used after modification and/or revision

1 some requirements are met, but many modifications and/or much revision is needed to make this work usable

0 requirements are not met

Unity

* The work as a whole is focused and free from irrelevant detail.
* Main idea is stated directly in the introduction or at the end of the body.

Coherence

* Work is organized logically in a direct or indirect approach.
* Transitions stress the connection between ideas and the line of thinking.

Support

* Problem and description are explained with specific facts and details.
* Expected resolution is specific and includes a time frame.

Style

* Tone is appropriate for audience needs.
* Appropriate power relationship is used.
* Wording and phrasing are simple and direct and show “you” perspective.
* Letter is formatted properly in block style.

Grammar and Sentence Structure

* Conventional grammar, spelling, and punctuation are used.
* Sentences are varied and reflect the proper use of pronouns, modifiers, subject-verb agreement, and tenses.
* Run-on and fragmented sentences are eliminated.