**Adjustment Letter Notes**

Direct (apologize, compensation, future)

Acknowledge the letter and the problem

Tell them what you are going to do to fix it

Tell them when they can expect the fix.

Briefly explain why the problem occurred.

Let them know why it won’t happen again.

Let them know what they can expect.

Give them a time frame.

Offer further assistance.

Indirect format (facts, refusal, closing)

Acknowledge the letter and the problem

Let them know of our surprise and disappointment.

We explain the situation from our side including facts and details.

Let the reader know why we can’t do what they have asked.

Tell what we can do for the reader.

Tell them how to take advantage of these offers.

Give the reader the chance to choose.

Offer support or assistance.

Superflex

Customer Relations Department

Superflex Products

San Diego, California 93141

(619)555-1234

June 23, 2001

Emily Rashon

Cameron and Dale

Sunnyside, California 91793

Dear Ms. Rashon:

We received your letter sent on June 22, 2001, and we are sorry to hear that you are having a difficulty with our best quality dishwasher model 3203245. After talking to our repair crew, we determined that you are having an ongoing problem with the dishwasher and that it should be replaced instead of repaired.

We have instructed our crew at our Hillcrest store to come out to The Loft on June 26 to install your new Superflex Dishwasher. As you requested we will be taking $1,000 of the purchase price of the dishwasher. The model that is the closest to the one you had is model 3203247. It is an upgraded model that sells for the same price the one you currently have. So after the discount you will owe $4,123.21 after tax.

The problem occurred due to the circuit board burning out which affected other electrical parts. We have upgraded the circuit board in our new models to a more robust circuit board. This means that our Superflex Dishwasher model 3203247 will have a longer service life.

As stated above, our crew will be out to install the new dishwasher on June 26th between 2:00 P.M. and 3:00 P.M. If this time is not convenient for you or you wish to have a different model installed, please call me at my direct number of (619)555-1234 to make a new appointment for the installation. We are sorry for the inconvenience this has caused you. We look forward to installing your new Superflex Dishwasher.

Sincerely,

Priscilla Dubrow

Customer Relations Department

Superflex

Customer Relations Department

Superflex Products

San Diego, California 93141

(619)555-1234

June 23, 2001

Emily Rashon

Cameron and Dale

Sunnyside, California 91793

Dear Ms. Rashon:

We received your letter sent on June 22, 2001 and we are sorry to hear that you are having a problem with our best quality dishwasher model 3203245. As the Superflex dishwasher model 3203245 has an excellent maintenance record, we were surprised that our crew was having such difficulty in tracking down why the dishwasher was not completing its cycles.

After talking to our repair crew, we determined that the dishwasher is not functioning incorrectly. What has been causing the problem has been not enough water pressure. We contacted your building manager and determined that the new tenant Finish Line Laundry Mat has reduced the water pressure for all of the tenants.

As the problem is not with the dishwasher, but with your water pressure, sending out a crew to repair the dishwasher or give you a discount on a new dishwasher would not fix your problem.

In order to correct the low water pressure, you will need to have a water pressure tank installed which we will be happy to do for you. We have scheduled our crew to come out to The Loft on June 26 to install your new water pressure tank. We have determined that you need a 30 gallon water pressure tank to meet your needs. We would be glad to install Acme’s model 3245 water pressure tank at cost. The total cost for you would be $269.45.

As stated above, our crew will be out to install the new water pressure tank on June 26th between 2:00 P.M. and 3:00 P.M. If this time is not convenient for you or you wish to have a different model installed, please call me at my direct number of (619)555-1234 to make a new appointment for the installation. We are sorry for the inconvenience this has caused you. We look forward to installing your new Acme’s model 3245 water pressure tank.

Sincerely,

Priscilla Dubrow

Customer Relations Department

THE LOFT

Cameron and Dale

Sunnyside, California 91793

(213) 555-5555

June 22, 2001

Priscilla Dubrow

Customer Relations Department

Superflex Products

San Diego, California 93141

Dear Ms. Dubrow: you work for them

On September 15, 2000, we purchased a Superflex industrial dishwasher, model 3203245, at the Hillcrest store at 3400 Broadway Drive in Sunnyside, for $5,000. In the last three weeks, our restaurant has had repeated problems with this machine. Three more months of warranty remain on the unit. *Information we need to acknowledge in the response.*

*Problem*

The machine does not complete a full cycle; it stops before the final rinsing and thus leaves the dishes dirty. It appears that the cycle regulators are not working properly because they refuse to shift into the next necessary gear. Attempts to repair the machine by the Hillcrest crew on June 3, 10, and 16 have been unsuccessful. *Attempts to fix*

The LOFT has been greatly inconvenienced. Our kitchen team has been forced to sort, clean, and sanitize utensils, dishes, pans, and pots by hand, resulting in additional overtime. Moreover, our expenses for proper detergents have increased*. Opportunities to build good will*

We want your main office to send another repair crew at once to fix this machine. If your crew is unable to do this, we want a discount worth the amount of the warranty life on this model to be applied to the purchase of a new Superflex dishwasher. This amount would come to $1,000 or 20% of the original purchase price.

*This is the resolution they want*

So that our business is not further disrupted, we would appreciate your resolving this problem within the next week.

Sincerely,

Emily Rashon

Emily Rashon

Manager