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Letter to Strengthen the Relationship with the Customer

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A letter written to strengthen customer relations is a formal letter written by a representation of a company to its customers, offering him thanks for his membership or consumption from the

company, and informing him of some useful details regarding purchases or relating to customer care. Such letters often contain bullet points as to the nature of upcoming events, sales, membership cards, honorary statuses, lifetime memberships, discount points, etc.



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These letters are incredibly polite letters that wish to praise the consumer for his contribution to the company's income. They further express the hope that the consumer will continue buying commodities from them. They offer various discounts to ensure the same.

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Letter To Strengthen The Relationship With The Customer Writing Tips

- As mentioned earlier, always praise the consumer or the customer. Make sure you get it across to him that his membership is highly valued by the company or the store. No matter what the frequency of his purchases is, always thank him for being a part of your company's family.
- Make sure you enlist all the details of your discounts and latest offers in an itemized and orderly fashion.
- Do not confuse the customer with an increasing number of terms and conditions. For example, if there is an item free on another item, don't create a condition where the buyer has to purchase another similar item in more than two quantities to get a third item free. Such offers frustrate the customer.

- Always end the letter with thanks and the hope that the customer will continue to be a member or a patron of the store. Keep the tone of the letter short and concise.

Letter To Strengthen The Relationship With The Customer Template

Use our free Letter to Strengthen the Relationship with the Customer to help you get started.

From,

-----.

Date: _____. (Date on which letter is written)

To,

-----.

Subject:_____. (the Main purpose of writing the letter)

Dear Mr./Ms _____,

We at ABC are pleased to inform you that our _____ [mention name of discount] sale is nearing, and is now only _____ away! [Mention time left for sale to begin]. We have written you this letter to inform you of some of the exciting new offers we have.

[Mention all discounts, offers, and sales in the coming future]

We hope that as a valued customer of ours, you will shop with us and continue your prized membership in this manner.

Regards,

_____ [The name of your company or store]

Sample Letter

The following is the sample of a Letter to Strengthen the Relationship with the Customer.

From,

Big Bazaar,

Main Road, Ranchi.

October 3, 2013

To,

Aradhya Singhal,

Club Road,

Ranchi, Jharkhand.

Subject: Regarding special offers and discounts

Dear Mrs. Aradhya,

Happy Diwali to you and your family! We at Big Bazaar wish you a very happy and prosperous new year. Our end-of-year sale, traditionally on from November till December, is nearing and we have written you this letter to inform you of some of the exciting new offers we have.

We have a special ongoing sale on all crockery items that will continue into the end-of-year sale. Buying a six-item pack of any cup and saucer combo or a six-item pack of any plate-and-platter combo will get you a 50% off on your purchase.

Designer apparel brand Lara has set up a special discount and sale at their counter in our

store. Catch all the exciting new designs and textures in clothing only at this newest and hippest clothing creator in town!

Our end-of-year sale will also include 50% off discounts on Indian wear for men and women, and 25% off on Indian wear for children.

We hope that as a valued customer of ours, you will shop at Big Bazaar this October for all your family's needs. We hope that you will continue your valued membership with us thus.

Regards,

Team Members of Big Bazaar.

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Email Format

The following is the email format to be followed for a Letter to Strengthen the Relationship with Customer.

To: name@email.com

From: name@email.com

Subject: _____. (Main purpose of writing the mail)

Dear _____, (Madam/ Sir)

We cordially welcome you to the _____ (dealers name)family.

We congratulate your excellent personal selection and ownership of our _____ car and graciously acknowledge your trust in our dealership.

_____ is the leading and most reliable automobile dealer in _____ from past 15 years, and we have been known for our quality and service and customer satisfaction which we assure you will personally experience as well.

We are confident that your choice of vehicle will deliver the best riding experience fuel efficiency and steadfast performance as well. We request you to visit our modern fully automated workshop for efficient swift and satisfactory service as and when the maintenance of the vehicle is scheduled. We will be sending you regular updates and maintenance tips to help keep your vehicle in good condition.

Kindly update us with your contact information to enable us to serve you better.

For any further inquiries or details you can contact our customer service team at _____.

Your inquiries and valuable suggestions will be most welcome on the email id _____.

We assure you the best of services through the years of our valued relationship.

Regards,

(Name)

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