

WRITING RESPONSES TO CUSTOMER COMPLAINTS

Name: _____

Response to Letter of Complaint

A Suggestions for Writing Responses to Complaint Letters

OPENING

Tell the customer that you received his/her letter.

- Thank you for your letter of [date] regarding ...
- Thank you for letting us know about ...
- With reference to your letter of [date] about ...

ACKNOWLEDGING

Let the customer know that you understand that there was a problem.

- We understand that you are upset / concerned regarding ...
- We would like to apologize for the problem that you had with ...
- We are sorry that you have had a problem with ...

EXPLAINING

You may want to explain why the problem happened.

- The problem was caused by ...
- We now understand what happened ...

ACTIONS

Tell the customer what you are doing about the complaint/s.

- We are looking into your complaint.
- From now on, we will ...
- We are now ...
- This will not happen again because ...

COMPENSATION

Tell the customer whether you will compensate him/her, and explain how.

- We would like to compensate you by offering / sending / giving you ...
- As compensation, we will be happy to offer / send / give you ...
- While we understand how upset you are, we are sorry that we are not able to ...

SUMMING UP

Finally, end your letter.

- Once again, we thank you for turning to us with your complaint.
- We know that you were dissatisfied with the [service or product] that you received, but we hope that this response makes things clear.
- We hope that you will [visit / do business with / order from] us again in the future.

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B Now write a letter of response to the Letter of Complaint from the previous lesson.
Use the language in Part A.

GREETING

Dear Ms. Smith,

OPENING

ACKNOWLEDGING

EXPLAINING

ACTIONS

COMPENSATION

SUMMING UP

CLOSING

Best wishes,
The Management