



IIT ROORKEE



NPTEL ONLINE
CERTIFICATION COURSE

Soft Skills

Lecture 30

Types of Business Letters **Part II**

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Collection Letter

- ✓ Varies in tone.
- ✓ Starts with a gentle tone.
- ✓ Becomes harsh in the second letter.
- ✓ Tone gets indirect in the third letter.
- ✓ Message becomes intimidating and stronger.

A Sample Collection Letter

Dear _____

Despite three reminders, we have not received an outstanding amount of Rs. _____ for the purchase of 20 Photo Copiers.

You have ignored our previous request and failed to explain the circumstances which have blocked our payment.

You are morally obliged and bound to pay what you owe to us. Your further delay may force us to hand the matter over to legal agencies.

Please do your best to avoid any embarrassing situation. Kindly send the cheque at the earliest and inform us telephonically by 5 P.M. tomorrow.

Sincerely



Claim Letters

When a customer writes to correct a wrong, the letter written for this purpose is called a claim letter.

An observation:

“You are most likely to hear from customers when they have a complaint , and that's good thing. They are not only giving you a chance to help them, but they’re initiating a dialogue, which is exactly what you want to have with your best customers.”



Opening the Claim letter

Open with statement of the problem or with the action you want to take:

“Please send your service engineer to rectify the technical problems in 20 geysers bought from you against our order of March 03, 2017.”

“Since two of our employees with confirmed reservations were refused rooms on February 25, 2017, would you clarify your room reservation policy for late arrivals.”



Explain the problem

- Explain what went wrong.
- Appeal to the company's fair reputation.
- State the inconvenience.
- State the adjustment you want.

Contd.

- ❖ Avoid blaming and becoming angry.
- ❖ Include copies of all documents.
- ❖ Suggest alternate remedy.
- ❖ Close with a courteous statement.

“We realize that mistakes in ordering and shipping sometimes occur. Because we’ve enjoyed your prompt service in the past, we hope that you will be able to send us the ACs by March 20th, 2017.”

Granting claims and making adjustments

Key points:

- Organizations value their customer and want to retain them.
- Complaints are chances to improve relationships.
- Customer complaints provide them useful information than customer surveys.

Goals in Adjustment Letters

- ✓ Rectification of the wrong
- ✓ Regaining customers confidence
- ✓ Promotion of further business



Things to do

- ✓ Convey the adjustment first, such as the action you are taking.
- ✓ Explain why things went wrong.
- ✓ Give additional information for the same product or send some new materials.
- ✓ Close the letter emphasizing the action that you want your customer to take.
- ✓ Address your claimant by name.

Open with the good news:

You will be receiving shortly a new Lumia Cell phone to replace the one having the touch screen problem.

Avoid the use of negative words, such as:

trouble, regret, misunderstanding, fault, error, inconvenience, you claim etc.

Contd.

- ✓ Avoid blaming customers even if they are at fault.
- ✓ Be professional by not blaming any individual or department.
- ✓ Avoid making unrealistic promises, such as – this situation will never occur.

Use of Language

Sensitive, and empathetic:

We are really sorry for the problem. You are right to be disappointed with the Lumia cell phone which had problems of touch.



Closing the Adjustment Letter

Express appreciation

Thanks for writing. Your satisfaction is important to us. We hope that your new Lumia Cell phone convinces you that service to our customers is our top priority. Our goal is to earn your confidence and continue to justify that confidence with quality products and excellent services.



Letters of Recommendation

✓ Purposes:

- To nominate people for awards, memberships, and recognition.
- To recommend/ evaluate present or former employees.



Features

- Honesty
- Confidentiality
- Proper estimate of the candidate
- Evaluation of a candidate's traits such as communication skills, behavioural skills, organizational skills, team skills and initiative.

Some guidelines

- Respond only to written requests.
- State that your remarks are confidential.
- Focus on job-related information.
- Avoid vague or ambiguous remarks.
- Stick to the truth.
- In case of any negatives, supply specific evidence.

To conclude

“The art of art, the glory of expression and the sunshine of the light of letters, is simplicity”.

-Walt Whitman

