

Bad

Subject: Application

Dear Sir/Madam,

I am writing this letter to express my keen interest in the Customer Service Representative position that I recently came across on your company's website. As a highly motivated and exceptionally personable individual with a proven track record of success in customer-facing roles, I strongly believe that I possess the necessary qualifications and skills to excel in this position and make a significant contribution to your organization. My extensive experience (more than 5 years) in handling customer inquiries, resolving complex issues (95% success rate), and providing comprehensive support to clients has equipped me with the tools required to thrive in a fast-paced and dynamic environment such as yours. Furthermore, I am confident that my exceptional communication skills, both written and verbal, coupled with my proficiency in various customer relationship management (CRMs such as Salesforce and Zendesk) software applications, will allow me to seamlessly integrate into your team and hit the ground running from day one. I am particularly adept at de-escalating tense situations and turning negative customer experiences into positive ones, which I believe would be a valuable asset to your company. I am excited about the prospect of bringing my expertise and enthusiasm to your esteemed organization and contributing to its continued growth and success in the realm of customer satisfaction. I would be thrilled to have the opportunity to discuss my qualifications further and learn more about how I can add value to your team in an interview setting. Thank you for your time and consideration.

These sentences were too long

Important information is buried in distracting text

Better

Subject: Experienced Customer Service Rep - Ready to Boost Your Customer Satisfaction

Dear Hiring Manager,

Shorter more common words

Made key information immediately visible

I'm excited to apply for the **Customer Service Representative** position at [Company Name]. With 5+ years of experience and a track record of turning challenging situations into positive outcomes, I'm ready to contribute to your team's success. **Shorter and simpler sentences**

Smart use of formatting

Key qualifications:

- Resolved 95% of customer issues on first contact
- Increased customer satisfaction scores by 15% in my current role
- Proficient in Salesforce and Zendesk CRM systems

Bullet points make navigation simpler

Emphasizing what readers value

I'd welcome the opportunity to discuss how my skills can help [Company Name] achieve its customer service goals. Please contact me at [email] or [phone number] to set up a zoom meeting.

Making responding easier

Best regards,
[Your Name]

Less is more: 60% reduction in word count