



Writing a Letter of Complaint

LO: To write an effective letter using Persuasive techniques.



When would we use this type of letter?

- * When we are *unhappy* with something:
- -a *product* (something we have bought)



- -a *service* (something we have experienced- like a waitress being rude in a café).



What do we need to do in this type of letter?



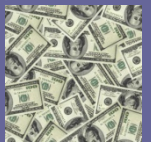
- * State the reason **why we are writing**:
- *I am writing to complain.....*
- * **Give the reasons** why we are complaining, supported by **evidence**:
- *I was shocked by the rudeness of your staff. The waitress ignored me in your café on Friday while I was waiting at the counter.*



Remember to use Persuasive techniques!!



- **Powerful vocabulary:** *disgusted, outraged, appalling, devastating,*
- **Questions:** *How would you feel if this had happened to you? Can you imagine how I felt?*
- **Flattery:** *I am sure that in your position as Senior Manager, you will deal with this promptly.*
- **Bribery:** *I was hoping to purchase another TV from you, and should this be solved quickly, intend to do so in the next few weeks.*
- **Warn:** *I advise you to retrain your staff as it would not look very good if you started to lose customers due to poor service.*



- * State what you would like to happen.
- *I would appreciate you speaking to the member of staff concerned about their attitude to customers.*
- *I would hope that in future products are checked before being sold to make sure they work properly.*
- * Sum up your feelings, and sign off the letter appropriately:
- *Once again, let me say how disappointed I am and how I hope you will deal with this problem quickly.*

Yours Sincerely,

Mrs Davies



Structure reminders



Appropriate letter format *Dear Mr/Mrs...*

Why I am writing *I am writing to complain*

Reasons for my complaint *Broken TV, cut my hand on the glass,*

Evidence *It does not turn on, and there was broken glass in the box when I opened it..*

Persuasive techniques *I am disgusted, Can you imagine how painful it was cutting my hand?*

What I want to happen now *I demand an immediate refund*

Sum up my feelings *I hope you appreciate how horrified I am*

Appropriate ending *Yours Sincerely,*

