



SVCE

Sri
Venkateswara
College of
Engineering

Autonomous - Affiliated to Anna University
Sriperumbudur, Tamilnadu

Complaint Letter

Reasons

1. incorrect delivery of products
- . 2. poor / rude services
- . 3. inferior products or service
- . 4. faulty / defective products
- . 5. incorrect billing



PURPOSES

To:

1. bring about an improvement in a situation
2. ensure that the complaint will not recur
3. suggest on how a complaint is expected to be dealt with
4. enquire what the recipient intends to do to remedy the situation



FEATURES

1. Concise

- understood quickly.

2. Authoritative

- well-written and professionally presented.

- have more credibility.

- taken more seriously.

3. Factual

- enable the recipient to see immediately the relevant details, dates & requirements.

- justify action to resolve the complaint.



4. Constructive

- positive statements
- suggesting positive actions
- encourage actions & quicker decisions

5. Friendly

- considerate, cooperative & complimentary tone.
- prioritised because the recipient warms to the writers and wants help



Cause and Effect

Cause:

You shipped our order for bedroom sets, but the nightstands we re not included in this container.

We ordered 50 pcs office desks in antique brown color and 50 p cs office desks in walnut color, but we received 100pcs of office desks all in brown color.

Effect:

We are therefore unable to sell the bed set.

These office desks are unacceptable to our customers, and we a re therefore unable to sell these desks.



Requesting Action or Giving Solution

Examples:

1. Please delivery the nightstands as soon as possible.
2. I am writing to ask you to produce the office desks painted with the color as we requested and send them immediately.
3. Please make sure that such errors do not occur anymore.

Response

4. We have implemented a new system to...
5. To prevent re-occurrences we have instructed our quality control t o check all items before packing the goods.
6. We assure you that this problem will not happen anymore.



Warning

I'm afraid that if these conditions are not properly resolved, we may be forced to take legal action.

If such errors happen again, we will have to look elsewhere for our suppliers.



Closing

1. end in a conciliatory tone but stress the needed to have action taken to rectify the solution
2. say something complimentary about the organisation and/or its products, service or people
3. express the hope that your complaint would be looked in to immediately

Example I look forward to hearing from you shortly. I look forward to receiving your explanation on this matter.



Sample

Dear sir/madam

Order #911

I am writing in connection with the above order for 100 pcs office desks and 5 pcs bookcases.

Unfortunately, we have not received the bookcases which were part of this order. We would be grateful if you could include these items in the next shipment.

I would appreciate an early reply.

Yours sincerely

Name

Marketing Manager



Making a strong point and warning

If you want somebody to take special attention or note, you can use the following phrases:

I would like to draw your attention to (the fact that) ...

I would like to point out that ...

If you are writing something that both the writer and reader / recipient already know and you are a little bit angry) you can write :

I would like to remind you that ..

I hope it is not necessary to remind you that ...



Useful Expressions for a reply

Acknowledging receipt of a complaint letter

Thank you for your letter of ... regarding / concerning / in connection with ...

I refer to your letter of ... about / relating to ...

Apology for the error or fault

We must apologise for ...

We sincerely apologise for ...

Please accept our apologies for ...

I would like to apologise for the error made by our company in (verb+ing)



Accepting the Complaint

We agree that the usual high standards of our products / services were not met in this instance.

A short explanation of the fault

Introductory phrase

As a result of our investigation, we found that... (Not: After our investigation...)

Causes

The error was caused by ... / was due to ...

Apparently, the problem was the result of ... / resulted from ...

The cause of / reason for the mistake was ...



Effects

As a result ...

This led to ...

Consequently ...

Solutions

We have modified / changed our ...

We have implemented a system to...

To prevent re-occurrences we have set up a verification procedure.

Assurances

We assure you that this will not happen again.



Investigation to be made

We are currently investigating the cause of ...

We will investigate the cause of...

Proposal to settle the difficulty

As a gesture of our regret, we are prepared to .../ we are willing to .../
we would like to ...

To show goodwill, we will ...

An offer to take goods back, make a replacement, give a discount etc.

We have dispatched the new items by express courier. They should arrive by Wednesday, 15 February 2012.

To show our goodwill, we would like to offer you a 5% discount on your next order with us.



Dear Mr Wong

Order No 2639/L

Thank you for your letter of Thursday, 9 February 2012 regarding your order no. 2639/L. We understand that this is a difficult situation for you.

We have investigated the situation, and found that you ordered 12,00 size Ultra super-long-life premium batteries. Please see the enclosed copy of your order form. Our dispatch office therefore sent 1,200.

If you need the remaining batteries urgently, the balance of 10,800 batteries can be dispatched today by express courier to your store and would arrive by Monday, 20 February 2012.

Please phone me at the number given above if you would like to order these batteries.

We look forward to receiving your further orders.

Yours sincerely

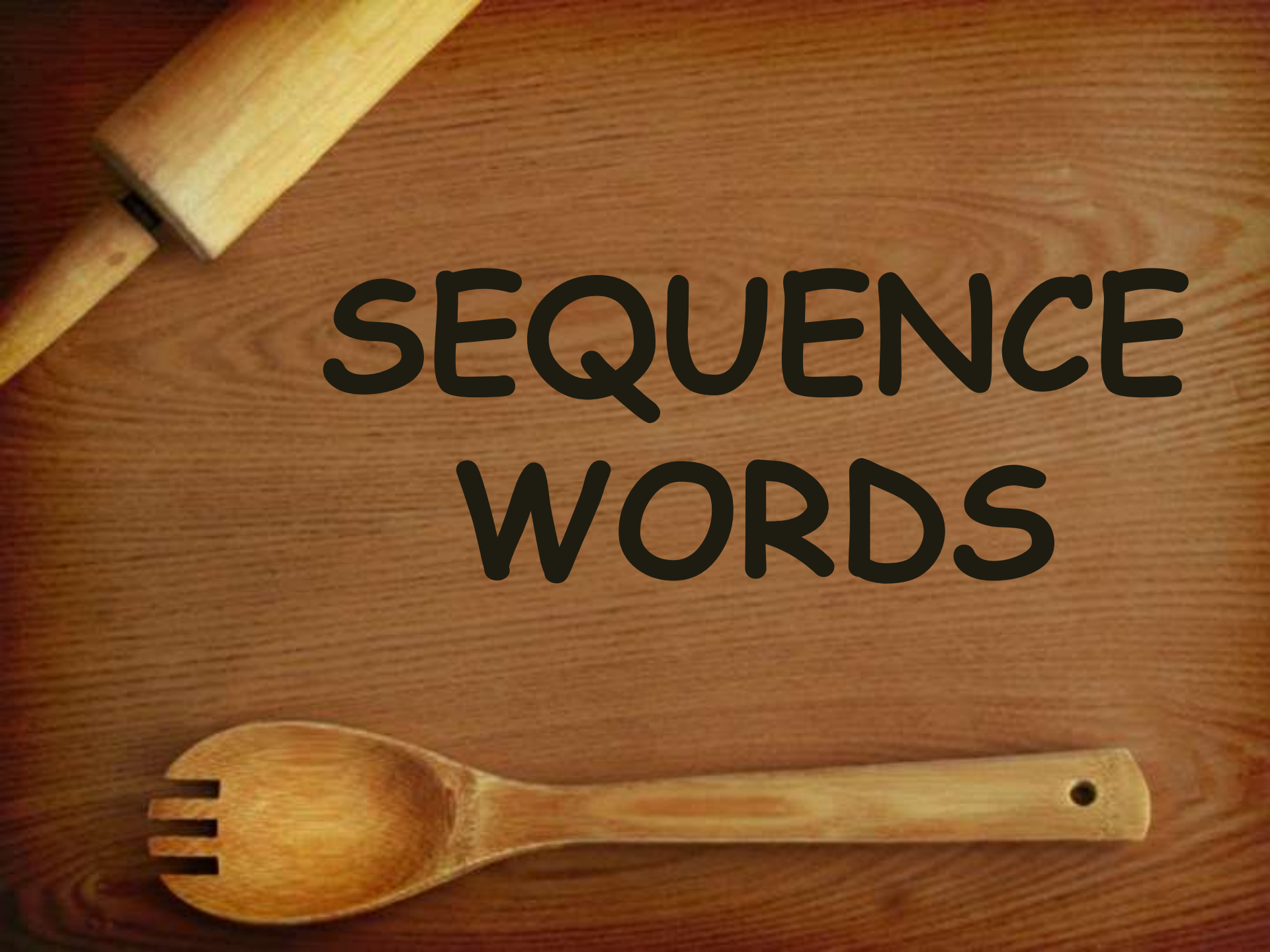
David Choi

David Choi

Distributions Manager

Encl

- Order Form No 2639/L

A wooden rolling pin is positioned diagonally in the upper left corner, and a wooden spork is positioned horizontally in the lower half of the image. The background is a wooden surface with a visible grain pattern.

SEQUENCE WORDS

Speaking about a chronological order of facts



We use comma
after the
sequence words

BEGINNING AN IDEA

- In the beginning
- It all started when
- **First**
- Once upon a time
- To begin
- To start
- Once
- First of all
- One day

CONTINUING AN IDEA

- After awhile
 - Soon
 - Meanwhile
 - Suddenly
 - All of a sudden
 - Next
 - Then
 - Second
 - After that
 - Later
 - At the moment
 - Before long
 - Eventually
 - Afterward
 - At this point
- After that

ENDING AN IDEA

- At last
- Finally
- In the end
- Afterward
- At Last
- After all
- Lastly
- By the end
- By this point

First, I wake up.

Then, I take a shower and get dressed.

After that, I have breakfast.

Next, I brush my teeth.

Finally, I go to work



First,

Then,

After that,

Next,

Finally,

How to make a good cup of tea?

AFTER - AFTERWARDS - FINALLY - FIRST - NEXT - THEN

(1) **FIRST** _____, boil some water. (2) **THEN**

_____, put one teaspoon of tea per person in

a teapot. (3) **NEXT** _____, pour the boiling water

into the pot and wait for **AFTER** five minutes. (4)

_____ that, stir the **AFTERWARDS** tea and pour it into the

cups. (5) _____, add milk or lemon, if you

want. Enjoy your **FINALLY** cup of tea! (6) _____, you will

feel really refreshed.

How to make salad?

AFTER THAT - FINALLY - FIRST - NEXT - THEN

(1) **FIRST**, buy all the ingredients from the supermarket. (2) **THEN**, chop the lettuce, tomatoes, onions and cucumber. (3) **AFTER THAT**, add some tuna and mix well. (4) **NEXT** grate some cheese and add a pinch of salt and pepper. (5) **FINALLY**, sprinkle some olive oil onto your salad and enjoy.