Letters of Complaint/Compliment

You will be writing a formal letter of complaint or compliment to a business of your choice. You may choose which type of letter you will write.

1. Please think of a product or service that you like, or have had a problem with recently.
2. Using the “personal business” letter format attached, you will write a letter to the business expressing either your satisfaction or dissatisfaction with their product or service.
3. It is important to use the following steps in the body of your complaint/compliment letter:
   1. Begin with something positive about the product or business (even if writing a complaint letter).
   2. State very specifically what the problem is or what you specifically are complimenting. (Do not say, “The jeans I bought are a piece of junk.” But rather say, “The inside seam frayed after first time I washed them, and now they have a three inch hole.”) If complimenting, give specifics about the service, dates, what you like about the product, etc.
   3. Tell them exactly what you expect them to do about the problem. Be realistic, do not ask for a new bicycle if your problem is only with the bicycle seat. Asking them to replace the seat would be reasonable. If you compliment a specific employee or store, try to provide a name or way to identify the employee or store.
   4. Enclose any receipts, product codes or number, proof of purchases, or any other identifying materials.
   5. Close by stating your confidence in their company’s desire to “make it right”. Or your intent to continue to do business with, recommend to friends, etc.
4. Don’t write with the intent of getting “free stuff”, companies can sniff those letters out immediately. Only write with a legitimate complaint or compliment.
5. Use your home address as the return address on the envelope and in the letter. Therefore, if the company replies, it will go to your home.
6. Plan to mail your final letter and see what happens. Companies will often reply and sometimes include gift certificates , coupons, or replacement products.(I will provide the envelopes and mail your letter for you, if you will provide a stamp!)