

Writing a Complaint Letter

Definition:

- ❖ A complaint letter is a formal document sent to address a problem or issue, usually to a business, company, or organization.
- ❖ Its purpose is to inform the recipient of the issue, express dissatisfaction, and seek a resolution.
- ❖ Writing an effective complaint letter is crucial to achieving a positive outcome.

A. Purpose of a Complaint Letter

Inform:

To bring the problem or issue to the attention of the recipient.

Express Dissatisfaction:

To communicate your dissatisfaction or inconvenience caused by the issue.

Seek Resolution:

To request a specific action or resolution to rectify the problem.

B. Structure of a Complaint Letter

1. Sender's Information

Placement: Top of the letter.

Content: Include your name, address, phone number, and email.

2. Date

Placement: Below the sender's information.

Content: Write the date the letter is being sent.

3. Recipient's Information

Placement: Below the date.

Content: Include the recipient's name, title, company, and address.

4. Salutation/Greeting

Placement: Below the recipient's information.

Content: Use a formal salutation, such as “Dear Mr./Ms. [Last Name]”,

5. Subject Line

Optional but recommended for clarity.

Placement: Below the salutation.

Content: A brief statement indicating the letter's main topic.

6. Introduction

Purpose: Introduce yourself and the reason for writing.

Content: Clearly state the purpose of the letter in the first paragraph.

Example: “I am writing to express my dissatisfaction with the service/product I received from your company on [date]”.

7. Body

Purpose: Provide specific details about the issue.

Content: Describe the problem clearly and objectively. Include relevant facts such as dates, times, locations, and any supporting documentation. Explain the impact of the problem and why it is unacceptable.

Example:

On [date], I purchased/received [product/service] from your company. Unfortunately, I encountered the following issues:

1. The product was defective upon arrival.
2. The service was not completed as promised.
3. I experienced poor customer service during my interaction with your staff.

8. Resolution

Purpose: State what you would like to happen to resolve the issue.

Content: Clearly articulate your desired outcome. Be reasonable and specific.

Example: “To resolve this issue, I would like a full refund for the defective product and a formal apology from your company”.

9. Conclusion

Purpose: Summarize your request and indicate the next steps.

Content: Express appreciation for the recipient's attention to the matter and provide your contact information for follow-up.

Example: "Thank you for addressing this matter promptly. Please contact me at [phone number] or [email] to discuss this further".

10. Complimentary Close

Purpose: Provide a polite and respectful way to end the letter.

Content: Use a formal closing, such as "Sincerely", followed by your name and title.

11. Signature

Placement: Below the complimentary close.

Content: Include your handwritten signature (for printed letters) above your typed name and title.

12. Enclosures

Optional if you are including additional documents.

Placement: Below your typed name and title.

Content: List any enclosed documents that support your complaint.

Example of a Complaint Letter

Here's a complete example illustrating each component of a complaint letter:

Jay Sharma

456 Customer St.

City, State, ZIP Code

Phone: 9934567890

Email: jay.sharma@example.com

July 2, 2024

Mr. Jaisi Dalal

Customer Service Manager

XYZ Corporation

789 Company Ave.

City, State, ZIP Code

Dear Mr. Dalal,

Subject: Complaint About Defective Product and Poor Service

I am writing to express my dissatisfaction with the service and product I received from your company on June 25, 2024.

On June 25, 2024, I purchased a XYZ Model 123 from your online store. Unfortunately, I encountered the following issues:

1. The product was defective upon arrival.
2. The service was not completed as promised.
3. I experienced poor customer service during my interaction with your staff

To resolve this issue, I would like a full refund for the defective product and a formal apology from your company.

Thank you for addressing this matter promptly. Please contact me at 9934567890 or jay.sharma@example.com to discuss this further.

Sincerely,

[Handwritten Signature]

Jay Sharma

Enclosures:

Receipt of Purchase

Photographs of Defective Product