

Complaint Letter

How to write a letter of complaint checklist:

1. Who am I writing to (be specific)?
2. What is the purpose of my letter?
3. Why are you complaining? Why are you are unhappy with the company?
4. What evidence do you have?
5. What would you like them to do?
6. When/how do you want them to respond?

Example Problem:

Let's imagine that we need to write to an online phone shop because of a missing order.

You ordered and paid for a Samsung Galaxy phone from an online shop (yourphone.co.uk) three weeks ago on 20th September.

The website gave you a booking reference of THX34827

You did not receive any email confirmation.

The product has not been delivered yet.

You want to find out what has happened to your order.

So, let's use the checklist from above...

1. Who am I writing to (be specific)?

In this example, I don't know the name of the person to write to. So, to start the letter (or give a 'salutation') I can use...

Dear Sir,

Dear Sir or Madam,

To whom it may concern,

or in this case... Dear yourphone.co.uk

2. What is the purpose of my letter?

I need information about my missing order. A good opening sentence would be...

I am writing to you to complain about an order for a mobile phone that I have paid for and which I have not received.

3. Why are you complaining? Why are you are unhappy with the company?

I need to say why I think the service I have (or have NOT) received is not good enough.

I paid in full for a Samsung Galaxy phone three weeks ago in your online shop. However, I did not receive any email notification from your website. I am sure you agree that three weeks is too long to wait to receive an online order.

4. What evidence do you have?

Here you specify as many details as possible that you have which can help to the company to identify your account or order.

When I completed the order online at yourphone.co.uk on 20th September at about 3pm in the afternoon, I was given a booking reference: THX34827.

I paid £209.99 for the Samsung Galaxy by VISA card (ending 3865) and using my email: john.jackson@hotmail.com

As I have already stated above, I have received no further communication from your company to confirm my order.

5. What would you like them to do?

It is very easy to start making threats at this point, but keep calm and state exactly what the company should do, so that you will be satisfied.

I would like you to confirm that I paid the full amount by VISA and that you will send the phone to my contact address as soon as possible.

If this is not possible, I require an immediate refund for the full amount of £209.99 to my VISA card (ending 3865).

6. When/how do you want them to respond?

You can finish the letter with a standard business phrase.

I look forward to your immediate response.