



投诉信



Complaint



Letter of Complaint





Lead-in



Sample Analysis



Practice



Mini-project

3 questions

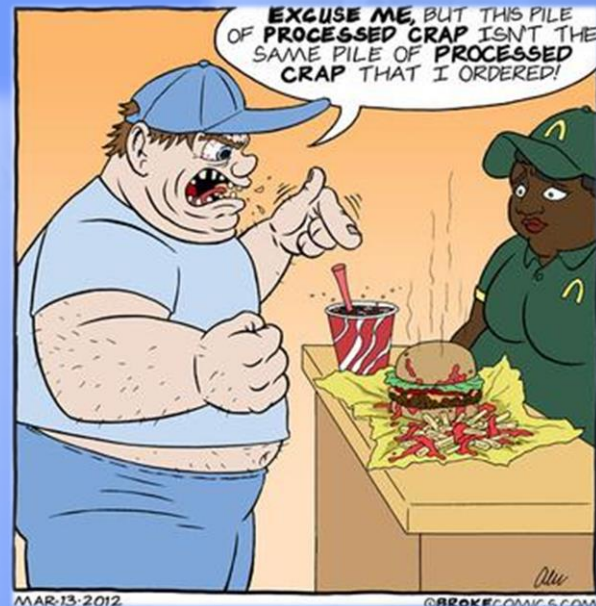


Question 1

What is **a complaint**?



A complaint is a report from a consumer providing documentation about a problem with a product or service.



Here is a video clip. Gloria is complaining to Rose about her products. You may get more sense about complaint after watching.

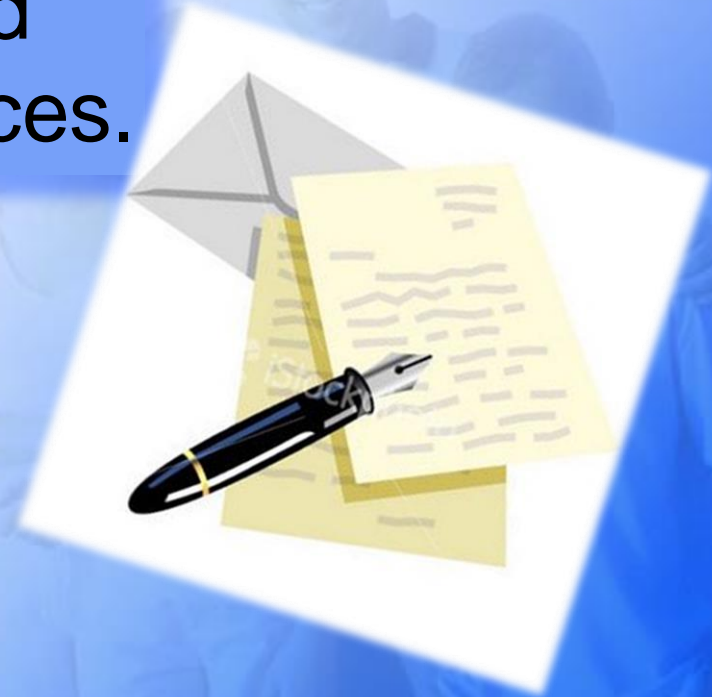


Question 2

What is **a letter of complaint**?



To be brief, a letter of complaint requests compensation for defective or damaged goods or for poor services.



Question 3

What are the key points to write a letter of complaint and how should we arrange them appropriately?



Sample A:

Dear Sirs,

I am writing to inform you that background your company shipped for us have not been supplied correctly.

On 1 November 2008 we consigned (托运) 12,000 super long-life batteries to your company for shipment. The consignment problem (托运的货物) arrived yesterday, but it contained only 10,000 batteries.

This error put our firm in a difficult position, as we had to make some emergency purchases to fulfill our commitments to all our customers. This caused us considerable inconvenience solution

I am writing to ask you to make up the shortfall immediately and to ensure that such errors do not happen again. Otherwise, warning we may have to look elsewhere for shipment.

I look forward to hearing from you by return. closing

Yours faithfully,
Jack Walters



Sample B:

Dear Sirs,

I am writing to inform you that the shirt you sent me is in a wrong size.

I ordered a shirt (order No. 890560) in size 39 from your company online three weeks ago. But yesterday when I got the shirt, I found it was in size 40. Obviously, the size doesn't fit me at all.

I'd be grateful if you could send me the right-sized shirt as soon as possible and refund my postage after I send the wrong-sized shirt back to your company.

I really appreciate your help.

Yours faithfully,
Li Hong





Summary:

1. **Background**: describing the situation;
2. **Problem**: explaining cause and effect;
3. **Solution**: stating exactly what you want to be done about the problem;
4. **Warning**: stating actions to take if the problem is not solved;
5. **Closing**: ending with a wish to solve the problem.

EFFECTIVE

- Short
- Clear
- Friendly
- With necessary facts.



Fill in the blanks.

Dec. 23

Dear Sir or Madam,

I am writing this letter to complain about (我写信投诉) a camera which I bought in your shop last month. I took some photos with it. But when I got home and had the film developed, I found no pictures at all. I am very upset about it (我对此很不满意). I have already sent the camera back to you by post and strongly insist that you refund me as soon as possible (尽快赔款).

Yours sincerely,
Wang Lan



你所在的公司新近一批玩具，但当货物运到时却发现有一部分破损，请代表公司向供货商写一封投诉信。

Dear Mr. Smith,

On October 16, our order No.125 for the toys was duly received, but we regret to say that 25% of them are broken and some are badly scratched.

We had the case investigated immediately, and the result shows the damage was due to improper packing, for which the suppliers are definitely responsible.

Needless to say, we have suffered a great loss from this, as we cannot sell the toys in this condition to our customers. We trust you can understand that we expect the compensation for our damaged goods. We ask you to conduct investigation at your end and reply to us.

Sincerely yours,
Jane Green



Homework:

Watch this micro lecture once again and try to write a letter of complaint for Gloria in the video clip mentioned above. The following is the script of their dialogue.



(Rose Tan receives a complaint from Gloria Hodge.)

Rose: Good morning, you're through to the TAF customer service hotline.

Gloria: Hello, this is Gloria Hodge from Manning's at Holiday Plaza. I am calling to complain about the goods you sent us on August 27.

Rose: Yes, could you tell me what the complaint is, please?

Gloria: One customer who bought your facial cleansers from our store reported a skin allergy. He said he got itchy blotches on his face.

Rose: Really? Complaints about allergy of this sort are very rare indeed.

Gloria: I agree. This is the first time we have had an allergy since we started carrying your products.

Rose: You know our products have passed a series of rigid inspections before they go into production.

Gloria: I have absolute faith in your inspection work, but...

Rose: How many cleansers were sold and how many customers complained?

Gloria: We have altogether sold a little over 1,000 bottles and received one complaint so far. The customer is asking for compensation.

Rose: I will report to our Production Department right away. They will investigate the causes. You know, the allergy may result from many sources other than our product. I'll call you back as soon as possible.

Gloria: I appreciate that. Thank you.



Thank you !

LIGHT FROM EMIRATE
PHOTOGRAPHY 08

