***Letter #1****: Write a letter of complaint about an error on a bill, rude service, a mistake in delivery, or the poor quality of some product you have purchased. Draw on your own recent experience for this complaint. That is, do not draw on the scenarios set out in your course text or in other sources.*

July 6, 2021

Miranda Hoang

123 Stanley Ave

London, ON N0M 2J0

Dear Boston Pizza Management,

Boston Pizza has excellent food and a reputation for good service; therefore, it has been our restaurant of choice over the years. However, I am writing to inform you of my recent experience at your London Ontario establishment on July 2, 2021. During an organized dinner with my daughter and her soccer team we experienced poor service and a rude encounter with the server. As team manager I made reservations two weeks in advance, we showed up on time, and remained patient and kind during the extent of our stay but the interaction with the server was much the opposite. The server was rude and impatient, we were not offered any drinks to start, the food was brought to the table at various times and was cold upon delivery. My daughter ordered the fettuccini alfredo and when her dinner was delivered, she realized there was no sauce on her pasta. Once she was able to track down the server to ask for sauce everyone else was done eating. I understand that in this situation, serving a large party such as ours can be stressful and exhausting, therefore we called ahead to ensure your establishment can handle a group such as ours. As mentioned above we remained polite and patient and did not rush the servers in any way. Please find attached a copy of the reservation confirmation and a copy of the receipt for the team dinner. As compensation for our experience, I am requesting 40% of the total bill be reimbursed via gift card for the team to utilize later.

I can be reached by phone at 123-456-7890 or by email if you have any questions.

Sincerely,

M.Hoang

Miranda Hoang

***Letter #2:*** *Take the role of the employee whose job it is to respond.*

July 6, 2021

Jane Smith

Boston Pizza Customer Service Manager

#100 – 10760 Shellbridge Way

London, ON N0L 1E0

Dear Mrs. Hoang

Thank you for trusting Boston Pizza with your soccer team’s lunch. At Boston Pizza we value our customers and take pride in enjoying the day-to-day moments and celebrations with our patrons. Our vision statement is centered on the belief that people matter, and we believe that people have wisdom worth listening to and learning from and acting on. Please accept an apology on behalf of our establishment for the recent experience you encountered at one of our locations.

For compensation, we will not be able to issue a gift card equated to 40% of the total bill. Our regional office policy states that discounts on dining bills can only be provided on the date of service. In exchange, we will send you a voucher for four free appetizers for your team to enjoy together later. This voucher will be mailed to the address above.

Once again, we hope you accept our apology as we value your future visits to our Boston Pizza locations and hope that you find our service meets your expectations moving forward. If any further issues should arise, please feel free to contact me for assistance.

Sincerely,

J. Smith

Jane Smith

What defines an effective business document? For one thing, it achieves the purpose set out by its writer, whether that is to persuade the audience to respond or act in a certain way, or to provide information. This is an especially important consideration when you are writing a letter of complaint. If your purpose is to vent your frustration, you may well write an angry, irrational, and rambling letter. Don’t expect a quick or a positive response to such a rant. However, if you wish to be compensated for an inconvenience you have suffered, you will provide the company/organization you are writing to with details, facts, and requests in a way that presents you as a worthy customer. What content do you need to include and what pattern of organization should you employ to accomplish this goal?

In other circumstances, you may find yourself on the opposite side of this situation, representing a company or an organization, and having to respond to letters of complaint with so-called adjustment letters that deliver bad news (a “no” to demands for compensation or compensation less than or different from what the complainant may expect).In such cases, your strategy should involve indirection–that is, you should never begin or end the letter with the bad news but rather position it in the mid-section after an introduction that expresses courteous appreciation of the complainant’s correspondence. Remember that what you write will reflect your professionalism, so you will want to determine the facts and make sound decisions based on your findings. You won’t want to overreact to your correspondent’s criticisms—even though you may be sorely tempted to criticize or insult right back.

To meet the particular demands of writing the letter of adjustment containing bad news, you will want to employ a number of the following strategies:

1. Begin the letter with a neutral statement on which both the writer and the reader of the letter can agree. Offer a compliment. Briefly review the facts. Offer an apology.
2. Move in the middle section to valid reasons for refusal and maintain a neutral tone.
3. Soften the blow by accentuating the positive.
4. Offer a reasonable compromise if possible.
5. Close the letter with a positive statement and avoid referring to the bad news at the end.
6. Be sure to use YOU-Attitude.

**Letter #1**

Write a letter of complaint about an error on a bill, rude service, a mistake in delivery, or the poor quality of some product you have purchased. Draw on your own recent experience for this complaint. That is, do not draw on the scenarios set out in your course text or in other sources.

AND

**Letter #2**

Take the role of the employee whose job it is to respond.

**You will be reviewed on the format *and* content of your letters. Use the checklist below in preparing your work for submission.**

**ENGL301 – Checklist for Business Correspondence**

**Letter Format**

* Is the letter dated correctly?
* Is the inside address complete, and correct?
* Is the appropriate courtesy title used?
* Is the salutation appropriate?
* Is the complimentary close written with only the first word capitalized?
* Is the complimentary closely followed by a comma?
* Is the signature legible, and is the writer’s name typed below the signature?
* If appropriate, is an enclosure line included?
* Is the letter written in one of the standard formats described and illustrated in *Technical Communication*?
* Is the letter grammatically correct, concise, complete, coherent, and courteous?

**Bad News Adjustment Letter**

* Does the letter begin with a neutral statement on which both the reader and the writer can agree? (a compliment? an expression of appreciation? a quick review of the facts? an apology?)
* Does the letter have a transition idea from the opening buffer to an explanation?
* Does the letter present valid reasons for refusal, avoiding language creating a negative tone?
* Does it contain offers of resale or sales promotion if appropriate?
* Does the letter soften the blow by positioning the bad news strategically, by using the passive voice, or by accentuating the positive?
* Does the letter suggest a compromise or substitute, if possible?
* Does the closing avoid clichés, renew good feelings with a positive statement, and avoid referring to bad news?