

COMPLAINT LETTER

Xavier dela Cruz
007 Happy Road
Raincouver, BC, V1A 2B3

March 2, 2016

John McCreary
SoGoodWedding
980 Ti Street
Raincouver, BC, A1B 2C3

Dear Mr. McCreary,

I am writing in regards to your company's service during my wedding on February 28, 2016. I have attended numerous weddings, and I am familiar with the standards and level of service offered by wedding photography companies. I have encountered excellent service provided by your company in three weddings that I've attended in the last three years. Thus, I hired your company because of the recommendations made by my friends who have used your service.

During the wedding day, I've noticed there was a switch in which photographer we would get. You have initially assigned our preferred choices, Stella and Sumin, to be the photographers on our wedding day. However, we realized that Sumin was replaced with someone that was not mentioned on your website. She introduced herself as Natalie, and we concluded that she might be a new staff member. She appeared to be nervous and uncertain on what to do during the entire wedding day. When we needed group photos done, Natalie was left unsure on what to do – especially when the main photographer, Stella, was busy with other groups. Her apparent lack of experience has presented a one-hour delay in our wedding schedule since we had to wait for Stella to control the situation. Moreover, We had to push our reception to begin an hour later, which made it inconvenient for guests that arrived on time. Unfortunately, a few of our guests have also noticed that she was very unsure with what she was doing during the reception, especially when people asked to get their photos take by her.

Our personal experience with her was very pleasing. She seemed very considerate about making sure she captured the correct photos. This shows that she cared about our satisfaction – and it shows in the beautiful photos that we've received. Unfortunately, I realize there is nothing we can do to rectify her mistakes, since my wedding has already happened. However, I hope that you will provide more training for her growth. Lastly, I would like to reassure you that this experience will not prevent me from making recommendations of your services to my friends who are getting married.

I sincerely appreciate your time in reading my letter.

Sincerely,

Xavier dela Cruz

BAD NEWS LETTER

John McCreary
SoGoodWedding
980 Ti Street
Raincouver, BC, A1B 2C3

March 2, 2016

Xavier dela Cruz
007 Happy Road
Raincouver, BC, V1A 2B3

Dear Mr. dela Cruz,

On behalf of my staff, I sincerely apologize for the inconvenience caused by one of our staff members during your wedding on February 28, 2016. We truly believe satisfying and exceeding your expectations through excellent service.

Sumin was unable to attend your wedding because she caught the flu a few days before. Unfortunately, the only available photographer was our new hire, Natalie, since I could not find an experienced replacement before your wedding date. It was a difficult decision, but I had to ensure that both of you had a second photographer to provide proper coverage. However, I have approached Natalie and discussed your feedback. She will be extensively trained for future assignments to ensure excellent service.

Thank you for bringing this to our attention, Mr. dela Cruz. We truly appreciate your patience with our new hire. We would like to extend a 30% discount on any future services you would require from us. Again, we would like to congratulate you and Gerry on your new milestone, and we hope to see both of you again for any future photographic services.

Sincerely,

John McCreary