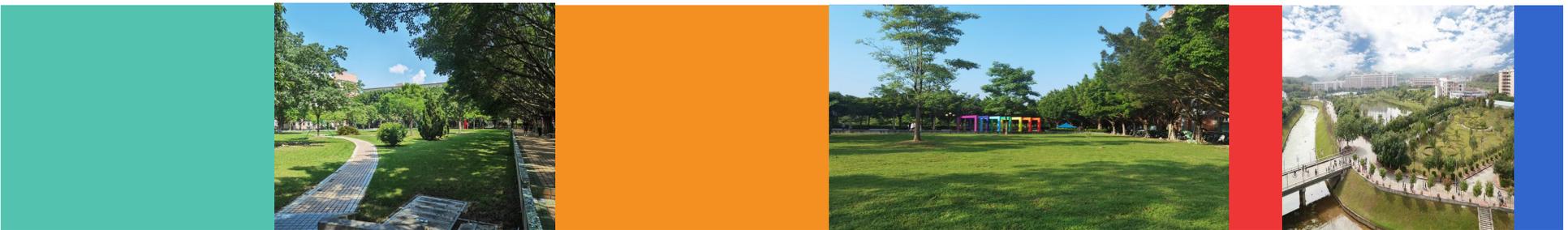


# Lesson 6

## Letters of Complaint

外语外贸学院



# Objectives

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Compose appropriate letters of Complaint

Use proper sentences to express complaint

Adopt proper style and tone in the letter

Identify basic simple sentence patterns

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*---Business Writing with Heart: How to Build Great Work Relationships*

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**01**

# **Introduction to Complaint Letter**

# Introduction to Complaint Letter



## ▶ 1. Background information

It's really uncommon for most people to write any kind of letter. Instead, they may use social media, online chat, or the company's phone to get in touch. *The Federal Trade Commission*, however, lists three crucial justifications for mailing complaint letters.

They “[help] preserve any legal rights you may have in the circumstance, [place] your complaint on record with the corporation, and [let] the company know you're serious about pursuing the complaint.” To get a digital record of your letter's arrival at its destination, you can ask for proof of delivery at the post office.

# Introduction to Complaint Letter



## ▶ 2. The components of an effective complaint letter

- In essence, they are business letters so you should begin with your address and the date.
- The name and title of the contact person should come next if you can locate them, otherwise begin with the name of the company and its street address.
- Finally, after your salutation, you can begin the body of your letter.

# Introduction to Complaint Letter



## ▶ 3. The tone used in an effective complaint letter

- Even though you may be angry, the tone of your letter should be respectful and constructive.
- After all, the person reading the letter may not be directly responsible for the problems you are having.
- He or she will be more likely to want to help you resolve your issues if you are courteous.
- Include all relevant details, but be concise.

# Introduction to Complaint Letter



## ► 4. Information included in a complaint letter

- Store name and location
- Your account number
- Relevant dates, such as when you bought goods or services and when the problem began
- Names of sellers, customer service representatives, or managers with whom you've addressed the issue previously
- Serial and model numbers
- Copies of receipts, invoices, and warranties
- Copies of previous correspondence, such as emails, chat logs, or letters
- Your contact information

# Introduction to Complaint Letter



## ► 5. What should be included in the body

- In the body of the letter,
- the opening sentence should identify your specific complaint.
- Next, outline what actions you have already taken to resolve it and how you expect the company to address the issue.
- Use a simple, professional, complimentary close, such as Sincerely or Regards.

# Introduction to Complaint Letter



## ► 5. The best outcome of a complaint letter

- The best outcome of a complaint letter is a successful resolution.
- In fact, once companies are aware of problems, they may improve their goods, services, or policies for other consumers too.
- You are most likely to achieve a positive result if you are courteous and include all the relevant details!

# Introduction to Complaint Letter



## ► 5. The points to be considered when making complaints

- Do not delay, as this will weaken your position and the supplier may have difficulty in investigating the cause.
- Confine your complaint to a statement of the facts, followed by either an enquiry as to what the supplier will do about it, or a suggestion of how the matter can be rectified.

# Introduction to Complaint Letter



## ► 5. The points to be considered when making complaints

- Be polite. Avoid rudeness; it will cause the supplier to be unwilling to resolve the matter.
- Avoid threatening comments. State if it has not been resolved by that time, you will approach the trading standards officer at the local authority ,take the legal action, etc.

**02**

## **Sample analysis**

# Sample Analysis



## ▶ Letter A: A complaint on the products

555 Five Boulevard Austin, TX 73301

March 20, 2019

Mr. Bob Howard General Manager Products and More 717 Seven Street New York, NY 10012

Dear Mr. Howard:

Re: Account Number 1884434

I am writing to express my dissatisfaction with the Model X tea kettle that I bought on February 28, 2019, at your store located at 1616 Sixteen Avenue. Though the kettle looks fine, it leaks when filled with water. When I attempted to return it to the store on March 2, 2019, the employee on duty, George Burns, told me that he would not accept the item because he didn't see any damage.

# Sample Analysis



## ▶ Letter A: A complaint on the products

To resolve the issue, I would like you to refund the full amount that I paid (\$29.86, including tax) to my Frequent Customer account. I am enclosing a copy of the original receipt.

I look forward to your reply. Please contact me at the address above or by telephone at (555) 555-5555 within the next two weeks.

Sincerely,  
Jason Brooks

# Sample Analysis



## ▶ Letter B: A complaint on the Service

Dear Sir/Madam,

I am writing to express my dismay at the service at your Eden Hill branch on Saturday 14 January.

I often collect prescriptions from the pharmacy on behalf of my grandmother, Mrs Elaine Bingham. On this occasion there were two prescriptions: one for 10 x 50 mg Kendomol and one for 50 x 100 mg Leoprone. I was served quickly even though there appeared to be only one pharmacist on duty. However, as I was leaving I saw that I had been given 500 mg tablets of Kendomol. This is ten times stronger than the prescription called for.

# Sample Analysis



## ▶ Letter B: A complaint on the Service

If I hadn't noticed the difference between the prescription and the actual tablets, my grandmother could have taken a dangerous overdose of Kendomol. I would be worried about getting any future prescriptions at Eden Hill.

The pharmacist apologized and corrected the mistake but I wanted to bring it to your attention. I think it happened because there were not enough staff on duty. I understand that mistakes happen but there needs to be a minimum of two pharmacists at all times so all prescriptions can be checked.

I hope you can take steps to make sure this mistake does not happen again.

Yours faithfully,

Roger Bingham

# Sample Analysis



## ► Questions for comprehension

1. Why do you write a complaint letter?
2. What do you write in a complaint letter?
3. What's your purpose of writing a complaint letter?
4. What are the key elements to write a complaint letter?
5. How should an appropriate complaint letter be arranged?

# Sample Analysis



## ► Questions for comprehension

1. A problem arises.
2. Explain the problem.
3. Solve the problem.
4. Focus on the most important facts, include the reason for writing, what went wrong, what you would like to solve the problem, write it in a formal style, use passives to be less direct.
5. It should begin with a firm statement about the issue and some supporting information, and then you should explain the relevant details and a request for steps to be taken, finally you should request for a specific action or convey a sincere desire to find a solution.

# Sample Analysis



## ► Tips when composing a complaint letter

1. Focus on the most important facts. Don't give unnecessary background information.
2. Make sure you include:
  1. the reason for writing (e.g. *I am writing to ...*)
  2. what went wrong
  3. what you would like to happen now.
3. Complaint letters are usually written in a formal style.
4. Use passives to be less direct and more formal, e.g. *I was served quickly*.
5. Use *Yours faithfully* to sign off if you don't know the name of the person you're writing to.

**03**

## **Useful patterns**

# Useful patterns



## ▶ In the opening

1. I am sorry to write you a letter of complaint about your late delivery of our goods.
  - 我很抱歉给你写关于你方逾期交货给我们的投诉信。
2. I am writing to express my dissatisfaction with your poor service.
  - 我写信是表达我对你们糟糕的服务的不满。
3. I am afraid that I have a complaint to make about the claimed high-quality product.
  - 恐怕我不得不对声称的优质产品进行投诉。
4. I feel bad to trouble you but I am afraid that I have to make a complaint about your products.
  - 我很抱歉给你添麻烦，但恐怕我不得不对你的产品提出投诉。

# Useful patterns



## ► In the opening

5. I have a terrible experience at your hotel on July 1st.

我 7 月 1 号在你们旅馆有过一次不愉快的经历。

6. I regret to inform you that the heating system in the house stopped working a few days ago.

我很遗憾地告诉你，房子里的供暖系统几天前就停止工作了。

7. There are some problems with the computer that I wish to bring to attention.

我希望你们关注到电脑出现了一些问题。

8. I was extremely disappointed with the service I received that day.

我对那天得到的服务相当地失望。

# Useful patterns



## ► In the middle

1. I am so puzzled as to why you have not paid attention to this troublesome problems.  
我很困惑为什么你没有注意到这些棘手的问题。
2. The reason why I complain is as follows.  
我投诉的原因如下。
3. I trust you will take my complaints seriously.  
我相信你们会认真对待我的投诉的。
4. I can hardly put up with it any more.  
我再也无法容忍了。
5. I am really annoyed about it.  
我对此事真是很生气。

# Useful patterns



## ► In the middle

6. There are some serious problems that deserve your close attention.  
有一些严重问题值得你们认真关注。
7. In order to improve the situation, it's advisable to take the following measures.  
为了改善这种情况，最好采取以下措施。
8. I hope you will give due attention to this matter .  
我希望对此事你能给予足够的重视。
9. Upon unpacking the consignment, we find that the goods are much inferior in quality to the samples.  
我们一打开货物，就发现货物比样品的质量差远了。
10. We reserve the right to claim compensation from you for any damage.  
我们保留向你要求对任何破损进行赔偿的权力。

# Useful patterns



## ► In the closing

1. Your prompt solution and consideration will be highly appreciated.  
如能及时解决和考虑，将不胜感谢。
2. I do hope that the problems will be solved as soon as possible.  
我的确希望问题能尽快得到解决。
3. I hope my suggestions will be taken into consideration to improve the present situation.  
我希望你们能够考虑一下我的建议改善目前情况。
4. I hope you will kindly investigate the matter carefully and promptly.  
我希望你们能仔细、迅速地调查这件事，谢谢。
5. It is requested that you kindly take immediate action in the matter.  
对于此事，请速做处理。

# Useful patterns



## ► In the closing

6. I request you to be kind enough to solve the problem as soon as possible.  
我请求你们能尽快解决这个问题。
7. I am looking forward to a favorable reply at your earliest convenience.  
期待在你方便的时候，尽快惠赐佳音于我。
8. I feel that I should get my money back as compensation for my terrible experience.  
我认为我应该拿回我的钱作为对我糟糕经历的补偿。
9. I would be pleased if you would carry out a full investigation into my concerns and provide a response as soon as possible.  
如果您能对我的关切进行全面调查，并尽快给我答复，我将非常高兴。
10. I would appreciate it if you would look into the matter.  
如果你们能对事件进行调查，本人将不甚感谢。

# Useful patterns



## ► In the closing

11. We trust that you will now consider this matter seriously and make an effort to prevent the recurrence of this kind.  
我们相信你们现在将认真考虑这个问题并努力防止这类事件再次发生。
12. I have every faith that you will do what you can to rectify this situation.  
我完全相信你们会尽力来纠正这种情况。
13. If you would address this issue with you boss, I would greatly appreciate it.  
如果你能把这个问题同你的老板说说，本人将不胜感谢。
14. Should you fail in your obligations, we shall be compelled to cancel the order.  
如果你方没有履约，我们将被迫取消订单。
15. I look forward to receiving your reply. Please do not hesitate to contact me if you need any further information.  
期望收到你方的回复。若有进一步的消息，请尽管联系我。

**04**

**Writing practice**

# Writing practice



## ► 投诉信主要内容

- 1. 表明来意：有问题出现
  - 1. I'm writing to complain about ...
  - 2. I'm writing to place a complaint against ...
- 2. 说明问题：
  - 借助题目中的表达，解释问题是什么
- 3. 解决问题：提出解决方案
  - 3. To solve the problem, I would appreciate it if you could ...
  - 4. I would be grateful if you could ...
  - 5. Please ... as soon as possible.
  - 6. I hope that you can ...
  - 7. I demand that you ...

# Writing practice 1



## ► 题目要求

Directions: Suppose that you ordered a refrigerator but later found a worrying problem. Write a letter of complaint to describe the matter and require settlement, do not sign your own name at the end of your letter, using “Li Ming” instead.

# Writing practice 1



## ► 写作思路

本文要求写一封投诉信，投诉冰箱的制冷问题，文章的内容安排如下：

第一段：肯定对方按时送货上门的做法。

第二段：简述冰箱出了问题说明具体问题。

第三段：提出要求，希望问题得到解决。

# Writing practice 1



## ► 中文构思

尊敬的女士 / 先生：

我很高兴我们上周订购的冰箱准时运到了。但是很遗憾，我们发现制冷设备有问题。

在我们用了几天之后。我们发现储存在冰箱里的食物很快就变坏了。当我们最终决定测量里面的温度时，我们惊讶地发现它在  $15^{\circ}\text{C}$  左右，与  $0^{\circ}\text{C}$  到  $9^{\circ}\text{C}$  的标准温度范围相去甚远。

这个问题已经影响了我们的正常生活。请告诉我你们是否能尽快派一个修理工来？我希望我的问题能得到您的考虑。

您真诚的，  
李明

# Writing practice 1



## ► 写作范文

Dear Sir or/madam,

I am happy that the refrigerator we ordered last week has arrived on time. But it is a great pity that we find there is something wrong with the refrigeration facilities.

After we used it for several days. We found that food stored in the refrigerating compartment turned bad quickly. When we finally decided to take the temperature in it, we were surprised to find it was around 15°C, far from the standard temperature range from 0°C to 9°C.

This problem has affected our normal life. Would you please let me know whether or not you can send a repairman as soon as possible? I hope that my problem will get your kind consideration.

Yours faithfully,  
Li Ming

# Writing practice 1



## ▶ 范文解析

### 第一段:

开门见山的提出投诉的内容，认可对方送货的准时，但是话锋一转，表明问题的所在。

### 第二段:

详细说明事情的经过和个人的感受买到假货，发现储存在冰箱里的食物很快就变坏了，并且用事实说话。阐述的事实详细完整，投诉语气严肃，读完能够给收信人一定的压力。:

### 第三段: 提出要求

明确要求: 派修理工来解决问题，并致谢。

# Writing practice 2



## ► 题目要求

- For this part, you are required to write a letter to the manager of a shopping mall complaining about the fake products you have purchased following the outline given below. You should write a least 120 words but no more than 180 words.
- 1. 你在商店里买了化妆品，回家发现是假货
- 2. 你要求退钱却遭到拒绝
- 3. 写一封投诉信给经理，说明情况，要求退款。

# Writing practice 2



## ► 写作思路

这是一篇应用文，要求考生就买到假冒商品给经理写一封投诉信。

文章内容安排如下：

第一段 简要说明投诉的内容。

第二段 详细介绍事情的经过。

第三段 提出退款和处理要求，并期待回复。

# Writing practice 2



## ► 中文构思

- 尊敬的经理，
- 我此番来信旨在投诉周日在贵购物中心护肤品部买到了假冒商品。
- 6月15日，我在贵购物中心买了润肤露。后来回到家，我打开想用的时候，发现是假货。于是我回到店里，要求退货。然而，营业员无视了我的请求，而且对我态度非常差。这毁坏了之前贵购物中心在我心目中的美好印象。对于这种侵害顾客权利的行为，我非常生气并决定追究到底。在此我要求退款，同时也要简向我道歉。若您能协助并调查此事，我将十分感谢。期待您的回复！
- 您真诚的，
- 李梅

# Writing practice 2



## ▶ 写作范文

Dear manager,

I am writing to lodge the complaint about the fake products I purchased last Sunday in the body care department of your shopping mall.

On 15th, June, I bought some body lotion at your store. But later at home, when I opened and tried to use it, I found that it was a fake product. Then I went back to the shop and asked for a refund. However, Jane, the shop assistant, ignored my request and treated me very badly. That ruined almost all my previous good impression on your shopping mall. I feel very angry at such an action of violating customers' right and I am determined not to give up pursuing the justice.

Here I request my refund and the apology from Jane as well. I would appreciate your assistance and inspection into this matter. I am looking forward to your early reply.

Yours Sincerely,  
Li Mei

# Writing practice 2



## ▶ 范文解析

### 第一段:

开门见山的提出投诉的内容，表示“投诉”可用 **lodge the complaint about.....**

### 第二段:

详细说明事情的经过和个人的感受：买到假货，要求退款（**refund**），但售货员拒绝而且态度恶劣，让自己很生气（**very angry**）。阐述的事实详细完整，投诉语气严肃，读完能够给收信人一定的压力。

### 第三段：提出要求

明确要求退款及售货员道歉，希望经理协助处理，并致谢。

# Writing practice 2



## ▶ 亮点词汇

lodge the complaint about... 抱怨... ..

fake product 假冒商品

purchase. 购买

body lotion 润肤露

shop assistant 售货员, 营业员

treat sb.well/badly 对某人好 / 坏

violate sb. 's right 侵犯某人的权力

be determined to do sth. 决心做某事

# Writing practice 2



## ▶ 亮点词汇

pursue the justice 追求正义

inspection into sth. 对某事的调查

look forward to sth. /doing sth. 期待某物 / 做某事

shopping mall 购物中心

impression on sth. 对……的印象

refund 退款

# Writing practice 2



## ▶ 万能句型

1. I am writing to lodge the complaint about...( 写信提出投诉内容的句型)

我此番来信旨在投诉。

2. I would appreciate your assistance and inspection into this matter. ( 表示期望和感谢的句型)

若您能协助并调查此事，我将十分感谢。

*Thank you !*

