

Claim Letters

The main purposes are:

- to inform the company of the problem;
- to suggest a fair compensation;
- to get results.

Claim Letters

- **Any claim letter should:**
 - present the facts;
 - express the customer's dissatisfaction;
 - call for the action or compensation from the company.

Claim Letters

- **The most common causes for claims are:**
- an incorrect bill, invoice, or statement;
- a bill for merchandise ordered but never received;
- delivery of unordered merchandise;
- delivery of incorrect merchandise;
- delivery of damaged or defective merchandise;

Claim Letters

- Two other more **specialized types of claims are:**
- a request for an adjustment under a guarantee or warranty;
- a request for restitution under an insurance policy.

Claim Letters. Opening.

- **1. In the opening** you should state a reasonable adjustment. **You might expect:**
 - a replacement;
 - a refund;
 - a new order;
 - credit to your account;
 - correction of a billing error;
 - free repairs;
 - free inspection;
 - cancellation of an order.

Claim Letters. Opening.

- **2. You might ask:**
 - for a change in policy;
 - simply for an explanation.

Claim Letters. Opening.

- **How to start opening:**
- Please send us 24 Royal hot-air popcorn poppers to replace the 24 hot-oil poppers sent in error with our order shipped January 4.
- Because three of our employees with confirmed reservations were refused rooms September 16 in your hotel would you please clarify your policy regarding reservations and late arrivals.
- Will you settle my account for \$100.
- Will you compensate us for expenses.
- Correct an erroneous charge of \$289.
- Please compensate us for loss of profit.

Claim Letters. Opening.

- **How to start opening:**
- We look forward to an early settlement of our claim for the full amount of \$100.
- Unless we receive this item within the next week we'll have to cancel our order.
- We are fully justified in claiming for the full amount.
- Please credit my VISA account N...to refund \$500.
- Could you please reimburse me for \$250.
- Please make a refund promptly.

Claim Letters. Body.

- **In the body** of the letter you should:
- explain the problem;
- justify your request;
- state the facts logically and objectively;
- provide the figures;
- provide all the necessary details in logical order (these details may include the order and delivery dates, the order or invoice number, the account number, the method of shipment, etc.);
- emphasize the loss or inconvenience that has been suffered;
- cite names of individuals spoken to;
- cite dates of call;
- spell out an alternative remedy if it exists.

Claim Letters. Body.

- **Examples:**
- We are prepared to accept the goods sent if you are willing to make a substantial reduction in the price.
- Replace the defective units or arrange to credit us with their value.
- If you are unable to send us 24 Royal hot-air popcorn poppers immediately, please credit our account now and notify us when they become available.

Claim Letters. Closing.

- **In the closing** you should:
- promote goodwill;
- express a desire for continued relations;
- include an end date.

Claim Letters. Closing.

- **How to finish the letter:**
- We realize that mistakes in ordering and shipping sometimes occur. Because we have enjoyed your prompt service in the past we hope that you will be able to send us hot-air poppers by January 15.
- The mistake must be corrected as soon as possible.
- We look forward to an early settlement of our claim for the full amount of \$100.
- Please ensure that this sort of problem does not arise again.
- It was simply an oversight and we want you to correct the error now.

Claim Letters. Closing.

- Your early reply will be appreciated in this matter.
- We would appreciate your special consideration of this matter.
- This is the first time in all our dealings with you that the mistake has occurred and we hope you will do your best utmost to remedy it.
- We expect that you will look into the matter without delay.
- We hope you to resolve this matter quickly.
- We hope we will be able to continue the excellent relationship we have had with you in the past.

Claim Letters.

- In the claim letter you should **include** copies of all pertinent documents:
- invoices;
- sales checks;
- catalogue description;
- repair records.