

Lecture 20

Types of Letters

20.1. Complaint Letter Writing

When writing a complaint letter, you want to keep it short and to the point to help ensure that your letter will be read in its entirety.

The complaint letter should be addressed to the customer service/consumer affairs department or the head office if there is no customer service department. The address and contact information of the customer service department should be available on the company's products or website.

A hard-copy complaint letter should be written in the business letter format, while an email should be sent in the same format but without the heading (your return address, their address, and the date). In the first paragraph, you should identify what the issue is and any relevant information that you believe is important. Be sure to include the following information if it's applicable to the situation: the date/time of the issue, location and other applicable details including name of person on duty and product, what the problem was, account number, model number, price, warranty information and reference number. Be sure to stick with the facts and avoid putting emotions into your letter.

The next paragraph should state what you would like done to resolve the situation. If you received poor service, you could request an apology or a coupon. If a product malfunctioned, you could request that you could exchange the product for a new one or request a refund.

The last paragraph should thank the reader for the time. You can also throw in some compliments about something you liked about their company's product or service.

You should include your telephone number/email address after your printed name so that they can contact you as soon as possible, if necessary.

Be sure to keep a copy of the letter for yourself and include photocopies of any relevant documents and enclose them with your letter.

20.2. Cover Letter

A cover letter is a brief one-page letter sent along with the résumé to potential employers. The purpose of the cover letter is to present yourself to potential employers and to let them know what position you are interested in and why you would be a good fit to the position and company.

20.2.1. Cover Letter Format

A hard-copy cover letter should be written in the business letter format, while an email should be sent in the same format but without the heading (your return address, their address, and the date).

20.2.2. Cover Letter Writing

Generally, the cover letter will consist of three paragraphs. The first paragraph is an introductory one

Fortune Goods
317 Orchard Road
Singapore

October 29, 2007

Attn: Mr. David Choi
Sales Manager
Everlong Batteries
171 Choi Hung Road
Hung Hom
Hong Kong

Dear Mr. Choi

Subject: Re. Order No. 768197

I am writing to inform you that the goods we ordered from your company have not been supplied correctly.

On 22 October 2007 we placed an order with your firm for 12,000 ultra-super long-life batteries. The consignment arrived yesterday but contained only 1,200 batteries.

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

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

I look forward to hearing from you by return.

Yours sincerely

J. WONG

J. Wong
Purchasing Officer

Sample letter 1. Source: <http://www.effective-business-letters.com/Letter-to-Inform-That-Ordered-Goods-Are-Not-Supplied-Correctly.html>

which introduces yourself. You want to include information on the position you are applying for, how you heard about it and why you are interested in the position and/or company.

The second paragraph should provide information on your skill, strengths, education, qualifications and/or experience. This paragraph should be concise and give specific examples of why you are the ideal candidate and not simply restate your résumé.

Flat 303 Lucky Mansions
856 Cheung Sha Wan Road
Cheung Sha Wan
Kowloon

October 26, 2007

The Administrative Officer
Exhibition Services
Exhibitions International
33 Calorie Avenue
Kowloon

Dear Sir/Madam

I attended your exhibition Sound Systems 2007 at the Fortune Hotel (22-25 January) and found it informative and interesting. Unfortunately, my enjoyment of the event was spoiled by several organizational problems. I explain each of the problems below.

Firstly, I had difficulty in registering to attend the event. You set up an on-line registration facility, but I found the facility totally unworkable. Even after spending several wasted hours trying to register in this way, the computer would not accept my application. I eventually succeeded in registering by faxing you.

Secondly, the Sound Systems 2007 exhibition was held at one of Hong Kong's most prestigious hotels, but frankly the venue was better suited to a business conference than to a large exhibition open to the public. The lack of space led to serious residential problem if the venue, particularly at peak visiting times (i.e. lunch times and early evening). On one or two occasions, I was also seriously concerned about the physical safety of attendees.

The final point I want to make concerns product information. It is very enjoyable to see and test a range of excellent sound systems, but it is also important to be able to take away leaflets on interesting products, so that more research can be done before deciding which system to buy. However, by the time I attended the exhibition all the leaflets had been taken.

Could I please ask you to consider these matters - not only on my behalf but also on behalf of other attendees, and in fact on behalf of your company, too.

I look forward to hearing from you.

Yours faithfully

Michael Leung

Michael Leung

The final paragraph should close the letter by requesting an interview and possibly suggest times that are convenient for you or stating that you can come in at a time that's convenient for the employer. Also, you

527 West Ave.
Elmwood, CT 23865

October 28, 2004

Mr. Michael Black
Director of Human Resources
Global Answers
6542 Sioux Falls, NY

Dear Mr. Black:

It is with great interest that I am applying for the position of chief accountant. When I read the job description of your ad in the New York Times on August 12th, I felt that it was an ideal match with my career aspirations. I have always wanted to work for an outstanding company in the Fortune 500 such as Global Answers.

I believe that I am the ideal candidate for the position due to my extensive experience as an auditor for KPMG. At my current position at KPMG, I perform all the same tasks that are described in your ad for the chief accountant position. In addition to that I have a reputation for being a hard worker who makes sure the job is done right the first time. My reports are always completed well ahead of the deadline.

Feel free to contact me and setup an interview at your earliest convenience. You can reach me by way of e-mail at KenJacobs@nadate.com or by way of phone at (555) 555-5555. I look forward to discussing with you my future with Global Answers. Thanks for your time and consideration.

Sincerely,

Ken
Ken Jacobs

Enclosure: Résumé

Sample cover letter. Source: <https://www.letterwritingguide.com/samplecoverletter.htm>

should let the recipient know what the best way and/or time to contact you is (you should let them know both your contact email and phone number so that they can contact you in their preferred method). Or you can let them that you'll follow up the letter with a phone call in several days. You should thank them for their time to close the letter.

Each cover letter that you send out should be unique and tailored to the specific company and position you are applying to. Using one cookie-cutter cover letter will lessen your chances for landing an interview. Also, be sure to check for grammar and spelling and keep the letter to one page in length.

October 4, 2017

Dr. Rhonda Franklin
Clinical Director
ABC Company
5700 Peninsula Ave.
Smoketown, WA 55555

Dear Dr. Franklin:

I am writing to apply for the research assistant position advertised on Monster. I was intrigued when I read your report in International Journal of Oncology Science on the innovative use of nanoparticle-based therapeutics for cancer treatment, and would like to contribute to ongoing research in this specialty.

My background includes three years of professional research experience, including my current role as a graduate research assistant at DEF University's Cancer Research Center and prior experience as a cellular biology research intern for XYZ Corp—a world leader in cancer research and treatment. At DEF University and XYZ Corp, I gained exposure to research in gene cloning and electrophoresis. I mastered various blotting techniques; performed complex, cell-based assays; and become skilled in the use of flow cytometry (FACS) technology to complete advanced cell sorting, cell counting and biomarker detection. In each role, I earned commendations for the quality of my research, including data collection, quantitative analysis and results interpretation.

My academic credentials include a BS in cellular and molecular biology and an in-progress MS degree in the same, which I expect to complete this summer. Technical skills include Python, R, MATLAB and Tableau.

Having lost family members to cancer, I share ABC Company's mission to find a cure. I want to continue contributing to research efforts furthering this important cause, and would welcome the chance to join your team.

To schedule a meeting, please call me at (555) 555-5555 or email mb@somedomain.com. Thank you for your time.

Sincerely,

Matthew Billings
Enclosure: Résumé

Sample cover letter 2. Source: <https://www.monster.com/career-advice/article/research-assistant-cover-letter>

20.3. Good and Bad News Letter

Letters can also be classified based on their content or message. Letters that contain good news, a good message or favorable information are good-news letters. Letters that contain bad news, a bad message or an unfavorable information are bad-news letters. Not only personal letters but also some official letters can be classified on this basis. A letter sanctioning a loan to a customer or an over-draft facility to a

concern, a letter of appointment or promotion or a letter acceding to the request of a client are good-news letters.

December 3, 2016

Ms. Angel Zea Chavez
Angel's Craft Shop
Vista Verde Executive Village
Cainta, Rizal 1900

Dear Ms. Chavez:

Thank you for trusting us to be your source of high-quality and well-designed handcrafted drawstring bags and tote bags. We also thank you for your kind expression of appreciation in *Pimp My Shirt!* and we want you to know how much we enjoy serving your needs in your craft store. As a token of appreciation, I am enclosing five coupons worth 10% off your next five purchases or orders in the next six months. Thank you and we hope to make more bags for you soon. Advanced Merry Christmas and a Happy New Year!

Sincerely yours
Martha Paman
Marketing Head

Sample good news letter. Source: <https://docslide.com.br/documents/sample-good-news-message-letter.html>

Unfortunately, in business, one must undertake the unenviable job of communicating bad news as well. It may be the rejection of a loan application, the denial of a due promotion or rejection of a client's request.

Business organizations have also got to write letters that contain neither good or bad news from the stand point of the receiver. It may be the announcement of a change of office hours or premises, or an announcement of a new product, such letters contain neutral messages and can be called neutral-news letters.

A good news letter is easy to write because of its content. A bad news letter should be written in an unoffending tone. Neutral letters are usually unsolicited letters. The receiver may treat it as junk mail. Thus, care should be taken to write them well so that customer's/recipient's interest is aroused and he or she responds to them, as desired by the sender.

These classifications of letters as official or personal, formal or informal as good news letters, bad-news letters and neutral message letters are classifications based on general criteria and are broad classifications based on content. Business letters can be classified based on the nature of business they transact or take care of. Of course, all business letters take care some area of the business.

Mrs. Jackson Alexander
Human Recourse Department
Smugglers Cove, Cap Estate.

14 May 2014

Mr. James Carter
Agard Mourné Dou don
Castries St. Lucia

Dear Mr. Carter,

Thank you for all the Good work you have put into the company for the past 2 years, you have been a wonderful employee always willing to go the extra mile and look professional while doing it however I'm afraid we're going to have to let you go. We are not doing this because you have done something wrong, it is because currently the hotel is going through financial constraints cuts should be made which include staff cuts. Each department has its share of cuts but in your case the reason for letting you go is because you brought in as an assistant plumber in the time of peak occupancy. Right now, occupancy is at the lowest we have recorded in the hotel's history and your assistance is no longer needed.

We are extremely sorry to inform you of this but it must be done. What we recommend is you start applying at other institutions for employment, your final pay check is processed and is ready for pickup. It was nice having you and we wish you the best in your endeavor.

Regards

Mrs. Jackson Alexander
Human Recourse Department
Tel: 456-9709
Fax: 450-4584
Email: HR@smugglerscove.com

Sample bad news letter. Source: <https://docslide.com.br/documents/bad-news-letter-sample.html>