

## CUSTOMER COMPLAINT LETTER

### Directions:

You will be given a consumer complaint letter similar to those received by a food processing company. Assume you are responsible for food safety and food quality at the company. You have **15 minutes** to study the letter and answer the questions below. Use your time wisely. Questions 1 through 3 relate to the identification of the problem and count for 20 points. Questions 4 and 5 relate to the solution of the problem and count for 30 points.

### Question 1 (10 pts.) Check only one.

Does the complaint indicate:

A Food Safety problem \_\_\_\_\_

A Food Quality problem \_\_\_\_\_

Briefly explain why you chose your answer:

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### Question 2 (5 pts.) Check only one.

Is the problem primarily:

Biological \_\_\_\_\_

Chemical \_\_\_\_\_

Physical \_\_\_\_\_

Briefly explain why you chose your answer:

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### Question 3 (5 pts.)

What is a possible cause of the problem described in the letter?

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**Question 4 (5 pts.)**

Briefly describe your plan of action to find a solution to the problem.

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### Question 5 (25 pts.)

Write a brief letter reply to the customer, explaining the one or more steps you plan to take to follow-up on the complaint. Your primary focus should be to restore the customer's trust in your company and the quality of your products.

Dear M\_\_\_\_\_:

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Sincerely,

(Your name)

## Quality Assurance Manager