

Name: \_\_\_\_\_

### Complaint Letter Rubric

Return Address	/2
Company Name and Address	/2
Purchase Description	
Product	/1
Date of Purchase	/1
Location of Purchase	/1
Mention of Sales Receipt	/1
Problem	/3
History of Resolution Attempts	/3
Remedy Desired	/3
Desired Time for Action	/2
Contact Information (phone, e-mail, address)	/1
Proper Spelling and Grammar	/5
Overall Letter Quality	/5
Total Points Awarded	<b>/30</b>

## **Consumer Complaint Letter Guidelines**

Please write a consumer complaint letter to a manufacturer or appropriate business concerning a real problem you, a friend or family member has encountered when purchasing a good or service. Use the guidelines below and the rubric sheet to guide you through the process of writing the letter. The letter must be typed.

1. Please use proper business letter form while writing your letter.
2. Please make sure your letter is free of spelling, punctuation and grammatical errors.
3. Please find the name and title of the person to whom you are sending the letter. If you do not know the proper person's name, conduct research on-line, make a phone call, or ask someone who does know the proper information.
4. Make sure to include information about the product or the experience. Include the model and serial numbers, exactly where and when the item was purchased and any other relevant information within your letter. Also, include some proof of purchase – information from the packaging or box, copies of receipts, contracts, cancelled checks, or any other important documents.
5. Never make threats within the first letter. If a second letter is necessary, strongly written words can be used to receive a response. Make sure to specifically ask for a response from your first letter on or before a specific date. Companies will attempt to respond on or before your chosen date. The date you choose should be no longer than 3 weeks from when you send the letter.
6. Please remember to tell the company exactly what you want them to do so a satisfactory result occurs.
7. If you are choosing to write a thank-you letter, please follow the same process as the consumer complaint letter. There will be some necessary modifications to your letter. You may find that thank-you letters often do not warrant a response from your chosen company or person. One of the most satisfying parts of the consumer complaint letter assignment is to receive a response and possibly a free item from a business.