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7 1 Introduction

With the progress of science and technology along with the progress of other sectors, business world too has made progress by expanding of its scope. With progress of business, its complexity has also increased. Business activity is done for the human beings by the human beings and that is why, it may be possible that there could be some mistakes made by them. Mistakes can be made by the seller or may take place in the process of transportation if proper care is not taken. As a result the situation of Claims/ Complaints arises. A few years ago, businessmen used to consider Claims/ Complaints as harassment or headache. It was also considered useless and unnecessary and adjustment was done by compulsion. But in the present times, the attitude of the sellers and businessmen regarding

Claims/Complaints has changed. They have realized the importance and usefulness of fair complaints. As a result, they welcome complaints if any; regarding their products and services. In the customer oriented market, complaint letters help to bring positive result. Manufacturers come to know about the shortcomings of their products or services and by removing them, manufacturers could put before the customers better quality product. Some businessmen believe in the dictum, "Customer's satisfaction is our satisfaction". They try to win the trust of the customers by saying, "If you are satisfied with our product, then tell others and if not, tell us."

7 2 When does the need for Claims/ Complaint letters arise ?

The need for Claims/Complaints letters arises in following situations :

- (1) There is a delay from the seller to deliver goods as per order placed.
- (2) The weight of goods received is less.
- (3) Goods sent by the seller are of inferior quality than the sample shown.
- (4) The goods sent are totally of different kind from the goods showed in the sample.
- (5) Either in transit or due to improper packing, goods are damaged.
- (6) The price in the invoice shows variation from the price fixed when order was placed.
- (7) Insulting or rude behavior with the customer by an employee of the seller.

7 3 Points to keep in mind while writing Claims/Complaint letters

Customer will be highly dissatisfied when he feels that he is cheated. He will be angry and furious and will show his anger. It is but natural. In this mental state when he/she writes a letter of complaint he/she would vomit his/her anger. As this moment, he/she should control his/her anger and write a soft complaint. His/her letter should represent his/her skill, care and modesty. Letter should

not offend or insult the receiver, yet it should clarify the entire matter in a modest manner. This type of attitude is its characteristic.

Following points should be considered while writing claims/complaint letters :

- (1) The complaint should be written in clear and soft language. It should be written modestly.
- (2) All details regarding dissatisfaction along with statistical information should be provided.
- (3) Reference of order placed for which complaint has been made should also be indicated.
- (4) Claim should be very clear regarding the complaint.
- (5) Reasonable suggestions should be made by the customer for improving the situation either by compromising or by asking for compensation, instead of seriously blaming seller for Claim/Complaint.
- (6) Draw attention for speedy compromise and adjustment considering professional status and the fair attitude of a businessman who has sold the goods.
- (7) Clarify the loss of the four things a seller will have to bear: money, sale, service and prestige.
- (8) If possible, make a suggestion and mention specific time duration to carry out the suggestion.

7 4 Claim/Complaint adjustment letters

Most of the sellers consider Claim/Complaint letters positively because the success of business depends on the satisfaction of customer. A seller or a businessman, who occupies a unique position in the business world, constantly strives to maintain the quality of his/her products and services.

Each Claim/Complaint provides an opportunity to improve the product or service by removing its defect or weakness in the product or management of the organization. Customer is a king in the market. In this circumstance Claim/Complaints are of great importance.

7 5 Principles of adjustment of claim/complaint

Each seller has his own principles of removal of claim/complaint based on his experiences of many years of business.

1 Customer is always right It is believed that without any genuine cause customer would never complaint or claim. Customer's complaint is normally genuine so reasonable compensation should be given to him/her. Generally, this principle is followed large business houses.

2 Fair claim, fair adjustment All aspects of complaints are thoroughly examined and proper decision is taken. If the claims are found genuine then proper adjustment is made. A mature seller believes in this type of principle and settles the claim/complaint accordingly.

3 Customer, Be aware According to this principle once the goods are sold the responsibility of the seller ceases. The claims/complaints will not be heard. Some business firms have adopted principle and policy which may prove dangerous for business world.

7 6 Points to be kept in mind while writing for Adjustment of claims/complaint letters

Following points should be kept in mind to maintain cordial relation for long lasting relationship between customer and seller :

- (1) Letter should begin with an apology of the customer.
- (2) Seller should immediately reply the claims/complaint letters because delay is dangerous and it may create more anger and dissatisfaction in the mind of the customer.
- (3) Do not hide your fault or folly in adjustment letter. Make the situation clear.
- (4) Seller can create personal care by addressing the client with his first name.

(5) Ensure customer that due care shall be taken to avoid such situation in future.

(6) Clarify the compensation for the difficulty faced by the customer as the Claims / Complaint mentioned in the letter by the customer.

(7) When the complaint of the customer is not justified and its adjustment is to be denied then the seller should convince the customer regarding his decision.

Letter of Claims / Complaints can be divided into three parts :

(A) Acceptance of Claims / Complaints assuming that customer may be right.

(B) If the Claims / Complaint is justified then pay compensation.

(C) Not to pay any attention to complaint.

7 7 Model Letters

(1) On behalf of Shilpa Emporium, Isanpur, draft a letter of complaint to Saheli Sari Center, Surat regarding the goods received are of the inferior quality and not the same as showed as sample.

Shilpa Emporium 78, Mahavir Complex, Ishanpur, Ahmedabad-382443	
Phone No. (079) 35356071	E-mail : shilpaemporium@yahoo.co.in
20 th October, 2016	
Saheli Sari Center, 31, Navkar Market, Wed Road, Surat-395004	
Sub. : Complaint regarding inferior goods.	
Sir,	
We placed an order for saris through the letter dated 5 th October 2016.	
We have received the parcel sent by you but the quality of goods is found of inferior standard. The quality of cotton silk saris showed to us as sample and the saris sent do not match with the goods sent in respect to the proportion of silk. Moreover, the lower border of the sari is small in size.	
Our clients are very particular and choosy regarding their selection. It is not possible for us to sell such saris. Please make arrangements to take the goods back or we may try to sell such inferior quality goods at 35% discount if you permit.	
Prompt reply is expected.	
Yours faithfully, XYZ Partner	

(2) Reply of adjustment of the above complaint letter

Saheli Sari Center

31, Navkar Market,
Wed Road,
Surat-395004

Phone No. (0261) 46377850

E-mail : sahelisaree@gmail.com

25th October, 2016

Shilpa Emporium,
78, Mahavir Complex,
Ishanpur,
Ahmedabad-382443

Sir,

We have come to know about the mistake that we have made through your letter dated 20th October 2016. We are very sorry for our mistake.

Due to carelessness of our dispatch officer, saris of another quality have been sent to you. The saris which are sent to you are of the same design as we showed in samples but by mistake those sent to you, have less quantity of silk in them

Today we have sent the saris of superior quality of silk which you will receive through Mehta Transport. Inferior quality goods will be taken back by us at our expenses.

We are extremely sorry for the inconvenience caused to you. We assure such error will not be made in future.

Yours faithfully,

XYZ

Managar

Saheli Sari Center

Encl. : Transport Receipt

(3) On behalf of Moon Moon Hotel, draft a letter of complaint regarding damage of clay cups and also of cups and saucers made of glass, in large quantity due to carelessness in packing.

Moon Moon Hotel

Ram-Rahim Chawak,

Bhuj-370001

Phone No. (02832) 11223638

Website : www.moonmoonhotel.org

January 23rd, 2016

The Anjel ceramics,
31, Abhimanyu Towers,
Station Road,
Morbi-363641

Sub. : Complaint of damage goods

Sir,

We placed with you an order for 2500 pieces of clay cups and 100 packets of glass-made cups and saucers, each packet containing 50 pieces. We have received goods today and found many of them almost broken, when the packing was opened.

The goods that we have received from you out of 700 clay cups and 150 cups and saucers are almost broken which cannot be sold. Due to this, we will have to bear the loss of minimum ₹ 10000. You will definitely agree with us that it is not fair that we have to bear the loss due to the carelessness of your packing department.

We suggest you just and fair adjustment in this regard. We expect prompt reply. We request you to take proper care in executing order and delivery of goods in future.

Yours faithfully,

XYZ

Managar

(4) Draft a letter of adjustment of a complaint from Sajid Lokhandwala, Palanpur, regarding non-receipt of plastic and paper material ordered by them.

Maharaja Group of Industries

25, Sardarnagar Estate,
Mahesana-384001

Phone No. (02762) 314470

Website : www.maharajagroupofind.in

January 25th, 2016

Sajid Lokhandwala,
M G Road,
Palanpur-385001

Sub. : Delay in execution of order

Sir,

We have received your letter dated 7th January 2016 regarding delay in execution of your order. We regret the delay.

When you placed the order with the condition of receiving goods within specified time limit we assured you for the same under the impression that we have adequate stock of goods in our go-down. But when the instructions were given to our dispatch officer to send your goods, we came to know that we were not having enough stock of the required goods. So, immediately we approached the production manager and tried our best to get the goods. But, in the manufacturing unit workers were on strike so we could not send goods.

From today, workers are back to work and production work has restarted so we will be able to dispatch goods as per your order within a week. We assure you that such error will not be repeated in future. We believe that your complaint is just and fair so the management has decided to offer you 5% additional discount on the total bill of your order.

Yours faithfully,

XYZ

Managar Administrative
Maharaha Group of Industries

What have you learnt in this chapter ?

Generally, customer checks the goods after having received them. He/She verifies the bill along with the goods received. There is no question if everything is ok. If there is any discrepancy, the customer has to write a polite complaint letter to draw the attention of the seller. In the present age, sellers/manufacturers welcome complaints. They settle the complaints. In a few institutions, providing essential services and goods have a separate grievances cell to settle the matter.

Exercise

1 Select the proper option from the given options

- (1) How do the sellers in the present times view letters of complaint and adjustment ?
(A) Negatively (B) Positively
(C) Appreciation of firm (D) Possibility of order in future
- (2) What should be the first step of the customer when he/she is ill treated or insulted ?
(A) File police case (B) Bring end to relations with the seller
(C) Write a complaint letter (D) Keep silence
- (3) Complaint letter should avoid the language which is -
(A) Simple (B) Full of anger
(C) Polite (D) Clear
- (4) Any experienced and wise seller settles claims/complaint on the principle of -
(A) Customer beware (B) Customer is always right
(C) Fair claim, fair adjustment (D) Monopoly

2 Answer the following questions in one sentence only

- (1) On which side, there is a possibility of mistake while buying and selling goods ?
- (2) What result does the complaint letters bring in customer oriented world ?
- (3) What should be done if the goods are not of the quality as per order placed ?
- (4) Apart from the slogan a customer's satisfaction is our profit through which other slogan do some businessmen today try to win over the customers ?
- (5) Which reference should be given in a complaint letter ?
- (6) Which opportunity does each claim/complaint provide ?
- (7) On what does the success of trade and commerce depend ?
- (8) Which are the unique characteristics of claims/complaint letters ?
- (9) In which circumstances the claim/complaint is the most important ?
- (10) Which policy may prove dangerous for business world ?

3 Answer the following questions in brief

- (1) In which circumstances the possibilities of claims/complaints arise in business ?
- (2) What should be the tone of claims/complaint letters ?
- (3) What should be the approach of the seller towards customer's claims/complaints ?
- (4) Explain the three major parts of a complaint letter.
- (5) Show three possibilities of claims/complaints during the process of selling, buying and transporting goods.

4 Draft the following letters :

- (1) Draft a letter of complaint from Gujarat Traders to Hariyana Woollen Company, Chandigadh, they have received 20 blankets less than ordered.
- (2) There is a shortage of 3 kg of dry sugar in the goods received. Draft a letter of complaint.
- (3) On behalf of 'Balaji Industries', Tamil Nadu, draft a letter rejecting the claim of more compensation for delay in the receipt of goods due to strike of trucks.
- (4) New Bright High School, Mehsana has complained regarding inferior quality of sports equipments sent by you. As adjustment of the claim, draft a letter suggesting a proposal of supplying new tables.

