

Direct Response Letters

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Writing General Response Letters

- ✦ Send in a timely manner
- ✦ Repeat important information
- ✦ Keep advice simple
- ✦ Provide correct person to contact
- ✦ Avoid personal opinion
- ✦ Use positive and courteous tone
- ✦ Keep it short
- ✦ Thank writer

Responding to Complaints

- ✦ Gather all information
- ✦ Check for accuracy
- ✦ Use personalized touch
- ✦ Address specific complaint by date
- ✦ Apologize
- ✦ Do not get defensive
- ✦ Explain how error occurred
- ✦ Explain how you will resolve problem
- ✦ Offer reasonable compensation
- ✦ Keep a copy on file


