

## APPRECIATION LETTER TO CUSTOMER

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## Introduction

We all know that customer is the king and appreciating a king is always a good gesture. It is our duty to appreciate our customer for his long term patronage with us. It is because of him only that we are in the market. We must value our customer's feedback and take prompt actions according to that. Our customer will also feel special if we appreciate him and the bond between both of us will become stronger.

## Appreciation Letter to Customer Tips

Following points should be considered for writing an effective appreciation letter to customer:

- Firstly it is vital to appreciate your customer with sincerity and genuinity.
- You must mention in your letter about the trust which your customer has in you and you will continue to maintain the same.
- As a token of appreciation, please enclose a discount coupon or voucher with the letter for next purchase by him at your outlet.
- Tone of the letter should be formal, but should have a personal touch.
- Once you are through writing the letter, please recheck the same for spelling mistakes or grammatical errors.

## Sample Appreciation Letter to Customer

To,

Mrs. Mary Pereira

234, South Avenue

California

Date (Date on which letter is written)

From,

Peter Frederick

Customer Care Manager

Best Mart

California

Sub: Letter of appreciation

Dear Mrs. Pereira,

I am feeling privileged to write this letter to you as you are one of our valuable customers and the trust you have always shown on us is commendable and deserves appreciation. I was surprised to see the records that you are shopping from our outlet for the past six years and have referred so many clients also. We are really obliged to you for this.

As a token of appreciation, I am enclosing a discount coupon of Flat 40% off on your next purchase and I assure you that we will maintain the trust which you have in Best Mart and its products.

Yours sincerely'

Peter Frederick

## Appreciation Letter to Customer Template

To,

\_\_\_\_\_

Date (Date on which letter is written)

From,

\_\_\_\_\_

Sub: \_\_\_\_\_

Dear Mr./Ms \_\_\_\_\_ (Name of the client),

I am writing this letter to extend my gratitude towards you for having faith in us and making us a successful brand. Your continued trust in us for the past \_\_\_\_\_(time period) years deserves appreciation. I am obliged to you for referring so many friends of yours to our outlet.

As a token of appreciation, I am enclosing a discount coupon of \_\_\_\_\_ (mention discount) on your next purchase and I assure you that we will try building our trust on you for your long term patronage with us.

Yours sincerely'

(\_\_\_\_\_)

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