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**Introduction**

The objective of writing this letter is to appreciate the owner of the organization who keeps customer first rather than his profit or loss. Through this letter, you are appreciating his efforts on his customer dealing which is resulting into customer satisfaction also. Though lot of companies talk about customer service, but there are very few who implement the same in real life also. So, it becomes our moral responsibility to motivate them by giving them appreciation for their work.

**Appreciation Letter to the Company Tips**

Following points need to be considered for writing an effective appreciation letter to the company:

* Firstly it is vital that the letter should be written in a sincere and genuine way.
* You must appreciate the person for his help extended to you without worrying for his profit.
* Tone of the letter should be formal and polite.
* Wordings of the letter should be such that the other person should feel motivated.
* Once you are through writing the letter, please recheck the same for corrections, if needed.

Sample Appreciation Letter to the Company

To,

Mr. Samuel Johnson

Midas Furnishing

Central Street

Ohio

Date (Date on which letter is written)

From,

Mary Jacob

123, South Hills Apartments

Ohio

Sub: Letter of appreciation

Dear Mr. Johnson,

This is with reference to our telecom yesterday regarding the replacements of my curtains which I purchased from you a week ago. I must appreciate the way you deal with your customers. Your professionalism in dealing with your customers is truly commendable. Without asking any questions, you immediately agreed and send the person to my place for the replacement and also with the new designs. I am totally impressed with your generosity.

I was very much worried because I was expecting some guests on weekend and the conditions of the curtains were miserable, but your timely help and prompt action has completely settled my mind into ease.

Once again thank you for the help.

Yours faithfully’

Mary Jacob

# Appreciation Letter to the Company Template

# To,

# \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Date (Date on which letter is written)

# From,

# \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

# Dear Mr. \_\_\_\_\_\_\_\_\_\_\_\_\_,

# I am writing this letter to inform you that I am truly impressed by the way you deal with your customers keeping the revenue factor aside. We had a conversation a week before regarding replacement of my \_\_\_\_\_\_\_\_\_\_\_\_ (Name of the item) which I purchase from you \_\_\_\_\_\_\_\_\_ (Time period) ago. I must appreciate the way you deal with your customers and handle their concerns in a professional manner.

# I once again, would like to thank you for replacing my \_\_\_\_\_\_\_\_\_\_ and giving me an exceptional customer service experience.

# Yours faithfully’

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

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