

## CUSTOMER APPRECIATION LETTER SAMPLE

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## Introduction

Writing a customer appreciation letter is a way of expressing your gratitude towards your customer who believes in you. The relationship between the vendor and the customer should be like that of milk and water which when mixed cannot be separated. Customer is the king of the market and we must appreciate him for maintaining a long term relationship with our organization.

## Customer Appreciation Letter Sample Tips

Following points are considered to be effective for writing a customer appreciation letter:

- First and foremost it is vital to appreciate your customer for his patronage with you over a period of time.
- The words of appreciation should carry a feeling of warmth in the letter.
- Letter should be brief, concise and focused to your customer.
- Once you are through writing the letter, please recheck the same for spelling mistakes or punctuation errors.

## Sample Customer Appreciation Letter Sample

To,

Mr. Albert Roosevelt

1319, South Avenue Apartments

Columbia

Date (Date on which letter is written)

From,

Steven Stenberg

Customer Relationship Officer

C & G Associates

Columbia

Sub: Letter of appreciation

Dear Mr. Roosevelt,

It was a pleasure to have an association with a customer like you. I truly appreciate your trust on C & G Associates. Its because of your reference that we have got so many trustworthy clients. Even my team members also appreciate the way you speak to them whenever you visit our outlet. Your way of giving respect to everyone has made you special in everyone's heart.

Though you are a regular client with us, but still if you feel that we need to improve in any sphere please feel free to call me or email me. It would be a privilege for us to work as per your suggestions.

As a small gesture, I am attaching a discount coupon of Flat 40% on your next purchase. I wish that we should come up to your expectations whenever required by you.

Thanking you

Yours sincerely

Steven Stenberg

## Customer Appreciation Letter Sample Template

To,

\_\_\_\_\_

Date (Date on which letter is written)

From,

\_\_\_\_\_

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

Dear \_\_\_\_\_ (Mr./Ms),

I am writing this letter to extend my gratitude towards you for having faith in \_\_\_\_\_ (Name of the organization) and our products. We truly appreciate your patronage with us.

As a token of appreciation, please find enclosed \_\_\_\_\_ (Gift/discount coupon). If you need to give any suggestions for improvement, you are truly welcome. I wish that your trust in us should continue in future also and we will try our best to come up to your expectations.

Thanking you,

Yours sincerely'

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

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