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Customer Appreciation Letter

Letters.org

**Introduction**

In this type of letter, a customer appreciates the service of the seller during his recent visit to their place. Through this letter, he is also appreciating the professional decorum by which a representative deals with the customer and satisfies his queries. Though writing an appreciation letter will not take much of your time, but it will definitely act as a positive feedback from organization’s point of view.

**Customer Appreciation Letter Tips**

Few tips need to be considered for writing an appreciation letter:

* First and foremost it is vital to be sincere and genuine in writing the appreciation letter.
* You must clearly mention in your letter the commendable job done by the customer service executive.
* Tone of letter should be polite.
* Letter should be brief and to the point.
* Once you are through writing the letter, please recheck the same for spelling mistakes or grammatical errors.

Sample Customer Appreciation Letter

To,

Mr. Nelson Louis

Customer Care Manager

Hathworld Electronics

Florida

Date (Date on which letter is written)

From,

Mrs. Suzanne Doris

45, Florence Apartments

Florida

Sub: Letter of appreciation

Dear Mr. Louis,

I am writing this letter to express my contentment on the performance of washing machine which I have purchased from your showroom on 6th October. I would like to appreciate the professionalism of your executive Mr. Michael who after listening to me suggested me the model and it has truly worked for me. I must appreciate that you have got an efficient team which is customer focused apart from having exceptional selling skills. I will definitely recommend your services to my friends also.

I once again, would like to extend my appreciation towards you and your team for giving me such a wonderful experience and wish you all the best in all your future endeavors.

Yours sincerely’

Suzanne Doris

# Customer Appreciation Letter Template

# To,

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

# Date (Date on which letter is written)

# From,

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

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

# Dear Mr. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(Name of the person),

# I am writing this letter to extend my satisfaction towards the \_\_\_\_\_\_\_\_\_\_\_ (Product) recently bought from your store on \_\_\_\_\_\_\_\_\_ (date). It is worthwhile to mention that you have got an efficient team who not only listen to customer desires, but also help them in choosing the right product. Your sales representative \_\_\_\_\_\_\_\_ (name) have given me so much personal attention that it becomes very much easy for me to choose the right product and that too within my budget. I truly appreciate your team professional way of working.

# I, once again, would like to thank and appreciate you and your team for their support and generosity. I will recommend your outlet to my friends.

# All the best

# Yours sincerely’

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

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