

## CUSTOMER APPRECIATION LETTER

### **Included:**

Introduction

Customer Appreciation Letter Tips

Sample Customer Appreciation Letter

Customer Appreciation Letter Template

## 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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