

Dear Ms. Whitman:

Thank you for coming in today to ABC Computer's Customer Service Center. We aim to provide our loyal customers with the best services and solutions. According to our records, today was the third time you came in with a hardware problem and you stated that your laptop is defective want your entire laptop to be replaced. [This is an introductory paragraph for context. The customer will know what this letter will be about after reading this. I did not mislead the customer into thinking that there will be good news following after.]

After the discussion with the general manager and service manager, we found out that the failed hard drive was not because of your defective laptop. Your laptop is in very good condition. The problems lies within the previous hard drives that were used for the ElectroMax laptops were found to be defective. Unfortunately, we are unable to replace your entire laptop, but we can replace your defective hard drive with another hard drive of another brand free of charge. We promise there should not be anymore problems after the switch to the new brand. [This paragraph includes an explanation with the facts and the refusal. Since I am dealing with a customer who has the potential to be highly emotional, I tried to explain things as clearly as I can and offered her another solution. The refusal was straightforward and had no signs of an apology.]

Thank you for taking your time to read this letter. We hope you understand the situation and take our offer into consideration. If you still have any questions or concerns, feel free to reply to this letter or visit our store's Customer Service Center. As always, we will aim to provide you with the best services. [This is the goodwill closing. After thanking the customer for their time and bringing up the possible solution, we remind the customer about the quality of our services. This can create an impact by telling our customers that we value them and will do as much as we can in assisting them.]

Sincerely,

Judy Zhen

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