

Writing Effective Complaint Emails

Master the skill of writing complaint emails. It's key in business and daily life.

82% of companies value clear customer feedback. Structure your email to get results.



by Entesar Yousef





Purpose of Complaint Emails

Why write?

Express dissatisfaction in a polite, professional way.

Keywords to use

concern, issue, dissatisfied, resolution

Goal

Seek solutions or compensation for your issue.

Success rate

65% of complaints solved after the first email.

Email Structure: Opening

Subject line

Include the order or reference numbers.

Greeting

Use "Dear [Name]" not casual greetings like "Hey".

Introduction

Briefly explain who you are and your situation.

Key words

- regarding
- concerning
- writing about

Email Structure: Problem Description

Details to include

- What happened
- When and where
- Who was involved

Writing style

Use facts, avoid emotions.

Explain events in order.

Include dates, order numbers, previous contacts.

- unfortunately
- issue
- problem
- malfunction

Email Structure: Request

1

Be specific

State exactly what you want done.

2

Be reasonable

Set clear and fair expectations.

3

Add deadline

Include a time frame if applicable.

4

Keywords

- request
- expect
- appreciate
- resolution



Tone and Language

Polite but Firm

Stay calm and respectful.

Avoid Caps and Punctuation

No all caps or too many exclamation marks.

Use Professional Words

Skip slang and informal terms.

Helpful Words

- kindly
- respectfully
- concern
- attention



Helpful Phrases and Expressions



"I would like to express my dissatisfaction with..."



"According to your policy/guarantee..."



"I expect this matter to be resolved by [date]"



"Thank you for your attention to this matter"