

SAMPLE 1

Dear Sir/Madam,

I attended your exhibition Sound Systems 2015 at the Fortune Hotel from 2 - 5 November and found it informative and interesting. Unfortunately, my enjoyment of the event was spoiled by a number of organisational problems. I explain each of the problems below.

Firstly, I had difficulty in registering to attend the event. You set up an on-line registration facility, but I found the facility totally unworkable. Even after spending several wasted hours trying to register in this way, the computer would not accept my application. I eventually succeeded in registering by faxing you.

Secondly, the exhibition was held at one of Hong Kong's most prestigious hotels, but frankly the venue was better suited to a medium-sized business conference than to a large exhibition open by registration to the public. The lack of space led to serious overcrowding in the venue, particularly at peak visiting times (i.e. lunch times and early evening). On one or two occasions I was also seriously concerned about the physical safety of attendees.

The final point I want to make concerns product information. It is very enjoyable to see and test a range of excellent sound systems, but it is also important to be able to take away leaflets on interesting products, so that more research can be done before deciding which system to buy. However, by the time I attended the exhibition all the leaflets had been taken.

Could I please ask you to look into these matters - not only on my behalf but also on behalf of other attendees, and in fact on behalf of your company, too.

I look forward to hearing from you.

Yours faithfully,

Michael Leung

SAMPLE 2

Dear Mr. Smith,

I am writing today to complain of the poor service I received from your company on June 12, 2016. I was visited by a representative of That Awful Company, Mr. Madman, at my home on that day.

Mr. Madman was one hour late for his appointment and offered nothing by way of apology when he arrived at noon. Your representative did not remove his muddy shoes upon entering my house, and consequently left a trail of dirt in the hallway. Mr. Madman then proceeded to present a range of products to me that I had specifically told his assistant by telephone I was not interested in. I repeatedly tried to ask your representative about the products that were of interest to me, but he refused to deal with my questions. We ended our meeting after 25 minutes without either of us having accomplished anything.

I am most annoyed that I wasted a morning (and half a day's vacation) waiting for Mr. Madman to show up. My impression of That Awful Company has been tarnished, and I am now concerned about how my existing business is being managed by your firm. Furthermore, Mr. Madman's inability to remove his muddy shoes has meant that I have had to engage the services, and incur the expense, of a professional carpet cleaner.

I trust this is not the way That Awful Company wishes to conduct business with valued customers—I have been with you since the company was founded and have never encountered such treatment before. I would welcome the opportunity to discuss matters further and to learn of how you propose to prevent a similar situation from recurring. I look forward to hearing from you.

Yours sincerely,

Peter Brown