

# Customer Complaint Checklist

If you have an unsatisfactory experience with a product or service that you have purchased, you may want to bring it to the attention of the company that sold the product or service to you. Often, a company will make some sort of adjustment to accommodate a customer if they have a complaint.

The following is one approach you can follow if you have a complaint:

1. **Organize your information** – write down the following:
  - A. **Who** did **what** to **whom**, (the names of the people or companies involved in the incident about which you are complaining, and each person's title, such as "Manager", if known);
  - B. **When** the incident you are complaining about took place (the date and time, if known);
  - C. **How** the incident happened – what caused it, who did what, etc.;
  - D. **Where** the incident happened – your home, a store location, etc.; and
  - E. **Why** the incident happened.
2. **Accumulate the documents** involved with the incident (invoices, bills, letters, notices, contracts and receipts. Be prepared to give copies of the documents to the company, if they need them.
3. **Determine what you want** – write down a brief, realistic statement of what you want done to correct the problem.
4. **Determine who to contact** to have your problem addressed.
  - A. **Contact the Customer Service Department.** Remember to:
    - i. Write down the date, time, names and titles of the people that you speak with;
    - ii. Be patient and polite;
    - iii. If you cannot get the result that you want from a representative, ask to speak to their supervisor.
    - iv. If your complaint is resolved, say "Thank you".

## Customer Complaint Checklist – Continued:

- B.** If the Customer Service Department does not resolve the problem, prepare and send a letter of complaint to the individual who oversees the Customer Service Department, or to the President/CEO of the company. A sample letter is included at the end of this checklist for your use. Keep a copy of your letter and the original documents that support your complaint (invoices, bills, letters, notices, contracts, receipts or other documents), and send photocopies to the person to whom you are writing.
- C.** If you want proof that your letter was sent and received, send the letter by U.S. Mail and have the mail certified with a return receipt requested.
- D.** If your letter does not lead to a resolution of your complaint, then you should consider contacting some of the following agencies for assistance:

- **Better Business Bureau:**

- **Central Virginia BBB**

- Phone: 804- 648-0016

- Web site: [www.richmond.bbb.org/](http://www.richmond.bbb.org/)

- **Western Virginia BBB**

- Toll-free phone: 1-800-533-5501 (Outside of the Roanoke calling area)

- Phone: 540-342-3455

- Web site: [www.roanoke.bbb.org/](http://www.roanoke.bbb.org/)

- **Southeastern Virginia BBB**

- Phone: 757-531-1300

- Web site: [www.hamptonroads.bbb.org/](http://www.hamptonroads.bbb.org/)

To locate the Better Business Bureau in your area, look in your local telephone directory under “Better Business Bureau”, or on the web, type the following into your browser: <http://bbblookup.e-asp.net/default.asp>

- **Virginia Office of Consumer Affairs**

- Toll-free phone: 1-800-552-9963

- Web site: [www.vdacs.state.va.us](http://www.vdacs.state.va.us)

- **Virginia State Bar Lawyer Referral Service**

- Toll-free phone: 1-800-552-7977

- Web site: [www.vsb.org/vlrs.html](http://www.vsb.org/vlrs.html)

- **Virginia Center for Elder Rights**

- Toll-free phone: 1-800-552-3402

- Web site: [www.vda.virginia.gov](http://www.vda.virginia.gov)

# Sample Customer Complaint Letter

[Date]

[Your Name]

[Your Address]

[(Optional) Your Telephone Number]

[(Optional) Your Email Address]

[Name of Person that you are writing to]

[Title of Person you are writing to]

[Company name]

[Company address]

Dear [Insert Name or "Madam" or "Sir"]:

I am writing about [state the nature of your complaint in 25 words or less].

Would you please [state what you want done about your complaint in 25 words or less].

Attached are copies of: [List the invoices, bills, letters, notices, contracts and receipts or other documents that you are including with your letter to support your complaint.]

Please contact me using the information shown above. I expect the courtesy of your reply by [insert a date 21 to 30 days after the date of your letter]. Thank you for your assistance.

Sincerely,

[Sign your name here]

[Type your name here]