

How to Write an Effective Complaint

A simple template to help you get results

YOUR DETAILS

Name: _____

Loyalty account: _____

Reservation/PNR number: _____

Date problem began: _____

Case number (if assigned): _____

Value of complaint: _____

Customer since: _____

CORDIAL OPENING

Remember, first impressions matter. You want to make the reader of your complaint want to help you. Your opening sets the tone for your entire problem-solving mission. Limit this section to 1 or 2 sentences and make it friendly and hopeful.

DESCRIBE YOUR PROBLEM

Keep this section tight — 3 to 6 sentences max. Stick to the facts, and include only details the company needs to understand your problem.

EXPLAIN WHAT YOU HAVE DONE SO FAR

In a concise, 2- or 3-sentence paragraph or bullet-point list, tell the customer service agent what you've already done to try to resolve the problem. If you have a paper trail, mention it here and offer to provide it, if needed.

SUGGESTED (REASONABLE) RESOLUTION

Conclude your letter with a reasonable resolution based on the company's terms and conditions, applicable regulations or a sensible goodwill gesture. Make certain that what you include here is fact-checked.

CORDIAL CLOSING

It's important to end your letter with a friendly closing that implies you have confidence that the company will be able to fix your problem.

