

# **Customer Response Letter Template #1**

From Comment Card – Enthusiastic Compliment

[DATE]

[Name]

[Address]

[City, State ZIP]

Dear [ ],

It is always a thrill to get fan mail, particularly when it is as positive as your experience was.

We strive every day to ensure our guests have a wonderful meal and a marvelous time at our restaurant and it is extremely encouraging for someone to tell us. Thank you so much for taking the time to share this with us. It really means a lot to me and to everyone on our staff.

While compliments are always appreciated, we also hope that you would tell us if we ever disappoint you. If you have a chance, please ask for myself or the manager on duty the next time you visit us so that we may thank you personally.

Thank you again for your kind comments and patronage. We look forward to serving you again soon.

Best regards,

[Name of Owner / Manager Name], [Title]

cc: [Owner / Company President / Managing Partner]



# **Customer Response Letter Template #2**

From Comment Card – Recommendation or Suggestion

Double click on logo to select then insert your logo

[DATE]

[Name]

[Address]

[City, State ZIP]

Dear [ ],

Thank you for completing the comment card while at our restaurant on [DATE]. This type of thoughtful feedback is extremely helpful and important to us in delivering the highest levels of quality and service to our valuable customers.

As our way of saying thank you, please come back and accept a [50%] discount off your next meal. This discount is good for a party of up to four people. Just present this letter to your server and the discount will be applied to your check total. I invite you to please ask for myself or the manager on duty so that we may thank you personally.

We sincerely appreciate your business and thank you again for taking the time to fill out our comment card.

Best regards,

[Name of Owner / Manager Name], [Title]

cc: [Owner / Company President / Managing Partner



Double click on logo to select then insert your logo

# **Customer Response Letter Template #3**

From Comment Card – Minor Complaint

[DATE]

[Name]

[Address]

[City, State ZIP]

Dear [ ],

Thank you for completing your comment card and for letting us know about your experience at our restaurant on [DATE]. We are very sorry that we did not meet your expectations and did not live up to our own high standards.

We want you to know that we value your comments and will take whatever steps are necessary to ensure that incidences such as this do not happen again in the future. In the restaurant business our reputation and success is built one meal at a time and your continued patronage is very important to us.

To show our appreciation for bringing this to our attention, please accept the enclosed [coupon / gift certificate] for [OFFER]. We know that you have many dining choices and hope you will give us another opportunity to serve you.

Thank you again for taking the time to fill out our comment card.

Best regards,

[Name of Owner / Manager Name], [Title]

cc: [Owner / Company President / Managing Partner]



Double click on logo to select then insert your logo

# **Customer Response Letter Template #4**

From Comment Card or Letter – Major Complaint

[DATE]

[Name]

[Address]

[City, State ZIP]

Dear [ ],

I want to sincerely apologize for the unpleasant incident you had at our restaurant on [DATE]. Your comments were most troubling but I want to unequivocally thank you for bringing this to my attention. Without your feedback I might never have known of it.

It is our highest priority to provide our guests with an exceptional dining experience and in this instance we certainly failed to do this. What you experienced is totally unacceptable and we have already taken steps to ensure that this does not happen in our restaurant again.

While I cannot change the past, I would like to invite you back as my personal guest so that we can show you that we really can do a much better job than what you experienced. Please come back to enjoy a complimentary meal for two, all food and beverages included. I have enclosed my signed business card for you to present to your server.

Once again, please accept our sincere apology for this unfortunate incident and thank you for letting us know about it.

Best regards,

[Name of Owner / Manager Name], [Title]

cc: [Owner / Company President / Managing Partner]



Double click on logo to select then insert your logo

# **Customer Response Letter Template #5**

Food Complaint

[DATE]

[Name]

[Address]

[City, State ZIP]

Dear [ ],

I want to sincerely apologize for the unacceptable meal you were served at our restaurant on [DATE]. Providing our guests with high quality, delicious food is one of our highest priorities. I am very sorry that your meal did not live up to the level of quality that our guests have come to expect from our restaurant.

Thank you very much for bringing this to our attention. Your feedback is extremely important and will help us correct the situation that allowed food that was not up to our standards to be served.

While I cannot change the past, I would like to invite you back as my personal guest so that we can show you that we really can do a much better job than what you experienced. Please come back to enjoy a complimentary meal for two, all food and beverages included. I have enclosed my signed business card for you to present to your server.

Once again, please accept our sincere apology for [BRIEF DEFINITION OF PROBLEM] and thank you for letting us know about this incident.

Best regards,

[Name of Owner / Manager Name], [Title]

cc: [Owner / Company President / Managing Partner]



Double click on logo to select then insert your logo

# **Customer Response Letter Template #6**

Service Complaint

[DATE]

[Name]

[Address]

[City, State ZIP]

Dear [ ],

I want to sincerely apologize for [DEFINITION OF PROBLEM] you experienced at our restaurant on [DATE]. Our restaurant prides itself on providing our guests with the highest level of friendly, responsive service. Making our guests feel welcome and well cared for is our highest priority and I am very sorry that you did not experience the level of service and attention that our guests have come to expect.

Thank you very much for bringing this to our attention. I have already taken steps to ensure that lapses such as this do not happen again.

While I cannot change the past, I would like to invite you back as my personal guest so that we can show you that we really can do a much better job than what you experienced. Please come back to enjoy a complimentary meal for two, all food and beverages included. I have enclosed my signed business card for you to present to your server.

Once again, please accept our sincere apology for [BRIEF DEFINITION OF PROBLEM] and thank you for letting us know about this incident.

Best regards,

[Name of Owner / Manager Name], [Title]

cc: [Owner / Company President / Managing Partner]