

REPLY TO A LETTER OF COMPLAINT

Greeting	
Dear Mr Siu,	Begin by addressing the complainant
Opening	
Thank you for your letter of 5 March 2014 in which you highlighted some of the problems you had encountered with our airline. It goes without saying that we take all complaints very seriously and investigate each one thoroughly. I would like to take this opportunity to respond to the specific concerns you raised.	Thank the reader for their letter and assure them that you take all complaints seriously. Tell them you will address their complaints in this letter.
Main body	
Firstly, we naturally regret the late departure of flight BH998 to Tokyo. However, the reason for the delay was bad weather at Narita airport. At China Wings, passenger safety is our first priority. We would never allow a plane to fly if we believed that it might put passenger safety at risk. This was the case on flight BH998. Japanese air traffic controllers had informed us that conditions on the ground in Tokyo were not suitable for landing. I am sure you will understand that a slight delay is preferable to an accident. Because the delay was subject to the weather, I am afraid that we will not be able to compensate you for this delay, as the Aviation Act does not mandate compensation where the reason for the delay is outside the airline's control.	Start with the first complaint. Apologise for the inconvenience encountered, but explain the reason why it happened, if possible trying to show that your company was not at fault, e.g.: <ul style="list-style-type: none"> • yes, there was a delay • but this was because of weather • and we wanted to keep everyone safe. [Or, if the reader was right, apologise and explain]
You also mentioned that you thought there were too many people on the flight and not enough staff. At China Wings we have a strict staff to customer ratio and can confirm that this was in place on flight BH998. Whilst the flight was indeed fully booked, at no point was the safety of the passengers compromised. Our flights always meet international safety standards. We regret that you felt discomfort during the flight, but would like to note that our service offers more legroom than comparable airlines and our luggage allowance is equally generous.	Move onto the second complaint. Say you understand the problem, but explain your company was not at fault, e.g.: <ul style="list-style-type: none"> • yes, the flight was busy • but our flight met all safety requirements
Finally, I would like to take this opportunity to apologise unreservedly for your lost luggage. The reason that your luggage was misplaced was because your flight involved a transfer. Nevertheless, we believe all lost luggage to be unacceptable and strive to eliminate it from our airline. We have one of the best records on finding luggage and reuniting it with its owners, and I trust that we were able to get your bag to you at your hotel within 24 hours. Please accept my apologies once again.	Move on to the third complaint and explain why it happened. If the reader was right, apologise, e.g.: <ul style="list-style-type: none"> • we are sorry you lost your luggage • this is because you transferred • we are sorry for it
Close	
I am sorry that you were dissatisfied with the service we were able to provide on this occasion, but I hope that you will find my reply helpful in addressing your concerns. Please do not hesitate to contact me should you require more information or wish to take the matter further.	End by repeating an apology that the customer was not satisfied and invite them to contact you again should they wish.
Signature	
Yours sincerely Herbert Chung, Manager	End with 'yours sincerely', your name and your position.