

**Services Marketing  
MKT 405**

**Complaint Letter Response Analysis - Evaluation Sheet**

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Analysis Score: \_\_\_\_\_  
(Out of 90)

**Breakdown of Points:**

Discussion of situation leading to complaint/nature of complaint ..... \_\_\_\_\_  
(10 points)

Discussion of what you expected firm to do ..... \_\_\_\_\_  
(10 points)

Firm did respond:

Description of response ..... \_\_\_\_\_  
(12 points)

Discussion of adequacy of response ..... \_\_\_\_\_  
(12 points)

Discussion of why firm responded in the manner they did ..... \_\_\_\_\_  
(12 points)

*or*

Firm did *not* respond:

Discussion of why you think you did not receive a response ..... \_\_\_\_\_  
(12 points)

Example letter (to yourself) of adequate response ..... \_\_\_\_\_  
(14 points)

Discussion of why your letter would be an adequate response ..... \_\_\_\_\_  
(10 points)

Discussion of how you now feel towards the organization ..... \_\_\_\_\_  
(10 points)

Discussion of what you learned from this experience ..... \_\_\_\_\_  
(9 points)

Writing quality ..... \_\_\_\_\_  
(15 points)

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**Registration of Complaint** ..... \_\_\_\_\_  
(already turned in) (5 points)

**Praise Letter** ..... \_\_\_\_\_  
(already turned in) (5 points)