

## 8.16 Direct Claim: The Real Thing

(L.O. 3)

Like most consumers, you have probably occasionally been unhappy with service or with products you have used.

**Your Task** Select a product or service that has disappointed you. Write a claim letter requesting a refund, replacement, explanation, or whatever seems reasonable. Generally, such letters are addressed to customer service departments. For claims about food products, be sure to include bar code identification from the package, if possible. Your instructor may ask you to mail this letter. Remember that smart companies want to know what their customers think, especially if a product could be improved. Give your ideas for improvement. When you receive a response, share it with your class.