

Customer Appreciation Letter



The Inside Scoop

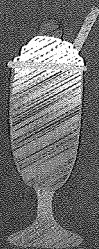
Following up with customers is important to a business. Fundae Sundae needs to maintain a positive relationship with the customers who book private catering events. A casual, yet professional letter shows just how much a customer's patronage means to Fundae Sundae.

Recently, a Freshman Orientation Ice Cream Social at Lower Manhattan High School was catered by Fundae Sundae. After the event, Tim decided to write Nathan Walker, the freshman class advisor, a customer appreciation letter. The purpose of the letter is to thank Mr. Walker as well as offer him a 20% discount on the next event Fundae Sundae caters for the freshman class.

In this project, you will create a modified block style letter to show Tim's appreciation and give details about the discount for an upcoming catered event.

Skills

- Formatting a modified block style business letter
- Setting tabs
- Inserting an em dash



Customer Appreciation Letter



Use word processing software to create and format a modified block style customer appreciation letter.



Directions

1. Follow the Setup instructions above.
2. Key the text as shown in Document Data 6.
3. Be sure to follow the extra line spacing as indicated by the paragraph symbol.

Setup

Start Up:
Open Project 1.

Save the File as:
Project 6

Orientation:
Portrait

Margins:
Top 2", Bottom 1", Left 1", Right 1"

Line Spacing:
Single, no additional spacing before and after paragraphs

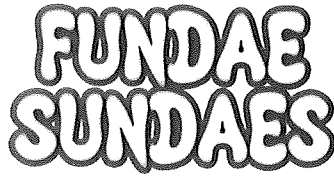
Font, Size:
Calibri, 11 point
(unless otherwise noted)



Formatting

1. Set left aligned tabs at .5" and 3.25".
2. Position the cursor to the left of the date and tab to the 3.25" tab position.
3. Position the cursor to the left of the first word in each paragraph and tab to the .5" tab position.
4. Position the cursor to the left of the complimentary closing and tab to the 3.25" tab position.
5. Position the cursor to the left of the sender's name and tab to the 3.25" tab position.
6. As the person who keyed the letter for Tim, be sure to use your initials for the Reference Initials.
7. Carefully proofread your work for accuracy and format.
8. Resave the file.
9. Print a copy of the document if required by your instructor.

Document Data 6



August 30, 20__

¶

¶

Mr. Nathan Walker
Lower Manhattan High School
137 Amsterdam Avenue
New York, NY 10027

Inside Address

¶

Dear Mr. Walker: _____ Salutation

¶

It was a pleasure working with you last week on your Freshman Orientation Ice Cream Social. Fundae Sundaes was honored to cater your event. Our staff said it was one of the best ice cream socials they have ever been part of.

¶

Body

Emma and Ava, the two scoopers we sent to work the event, could not stop talking about how well organized and fun the orientation was. They both thought the students loved the fact that Fundae Sundaes was providing refreshments, and many made a point to thank them directly. Your estimates for the number of gallons of each flavor we would need to provide for the event were right on. You definitely know your student body—at least where ice cream is concerned!

¶

As a thank you, I would like to offer Lower Manhattan High School a 20% discount on the next event we cater for you. Just mention this letter when you book with us. I look forward to making the next event even more delicious than the first!

¶

Sincerely, _____ Complimentary Closing

¶

¶

¶

Tim Flaherty _____ Sender's Name

¶

yi _____ Use your initials for the Reference Initials

¶

125 Holden Avenue • New York, NY 10027
Phone: (555) FUN-DAES • Fax: (555) SUN-DAES
Email: sales@fundaesundaes.com • Website: www.fundaesundaes.com