

Adjustment letters are written in response to a claim letter from a customer. Once the reader has the information and apology, Duval shifts attention to a positive feature: the gift certificate. Even though most people never make formal complaints or follow up on warranties or product guarantees, companies generally will make a requested adjustment that seems reasonable. In this example, writer Jane Duval apologizes graciously for a mistake. Rather than quibbling over questionable claims, companies usually honor the request and show how much they appreciate the customer, as in Figure 11.13