

MBA商务英语写作：抱怨、索赔和理赔信函(下) PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/160/2021_2022_MBA_E5_95_86_E5_8A_A1_E8_c70_160106.htm (2) Settlements (理赔信函) 对于抱怨、索赔信函，最得要的是给予及时、迅速和明确的答复。若问题出现确属自己的责任，应立即设法纠正或谋求解决的方法，保持同客户友好的合作关系；若一时没有定论，也应先回复来信，告知对方正在调查，设法弥补；万一遇到不合理的要求应心平气和、态度礼貌指明，以求给对方留下良好印象，促使问题尽快解决。此类信件大致可以分成以下两类：1) Accept the Customers Request and Apologize (接受顾客要求并致歉) 在商业往业中，无论怎样的小心为客户服务，总不免出现失误。然而，失误本身并不可耻，重要的是勇于承认并诚心致谦。书写此类解决投诉信件时应注意：* 首先道谦，并说明正在采取或准备采取的纠正失误的措施；* 若有可能，说明产生失误的原因；* 不要保证以后再不失误，出错是难免的，仅仅说明将尽可能减少失误率。* 主动、乐观、礼貌地结束信件。希望失误能被原谅，并恢复正常贸易关系。 A. Dear Mr Barrett, The lathes you ordered are on the truck and should be your place on Friday of this week. When I investigated the matter, I was astounded to learn that original goods were sent to another customer. Its hard to account for such an error, and the only excuse I can offer is that weve had several part-time warehouse people this month to fill in for some of the regular crew who are on vacation. I hope, Mr. Barrett, that this special shipment will compensate in part for the trouble we have

caused to you. Please forgive us for our delay of shipment . Sincerely yours , 亲爱的巴雷特先生 : 您所订购的车订床现已装上卡车 , 将于本周五运至贵处。 当我调查此事时 , 我吃惊地发现您原先的货物竟被发给了另一个客户。 对于这一失误我难以解释 , 唯一可提供的理由是本月我方雇佣了几名兼职的仓库人员来代替正在休假的正式员工。 巴雷特先生 , 我希望此次特殊的运货能部分补给你方带来的麻烦。 请原谅我方发货延迟。

B . Dear Mr , Thomas, Your Order No.578 We are very sorry to learn from your letter of 15th August that the cameras supplied to the above order were damaged when they reached you .We certainly agree to the special allowance of 10% discount on the invoiced cost which you suggest . To avoid future inconvenience and annoyance to customers , as well as expense to ourselves ,we are now seeking the advice of a packing consultant and hope the able to suggest

improvements in our methods of packing . We regret the need for you to write to us and guarantee the safe delivery of your orders in future . Yours faithfully, 亲爱的托马斯先生 : 贵方578号订单从贵方八月十五日信函得知 , 上述订单所订购的照相机在运至贵方时有所毁坏。 我深表抱歉。 我方当然同意贵方建议 , 依照发票金额给予10%的折扣。 为避免今后给客户带来不便和烦恼 , 同样也为了减少我们的损失 , 我方现咨询一位.顾客问 , 寻求馐方法的改进措施。 非常抱谦让贵方不得以写信通知我方 , 并保证今后能为贵方安全发货。

C. Dear Mr . Smith, With reference to your letter of 6th September ,in which a claim was lodged for a short delivery of 500 silk-carpets , we wish to express our deepest regret over the serious mistake . The mistake is entirely our

own .It occurred as a result of staff shortage during the busy season and the fact that the number of goods is not counted carefully. We will make payment by remittance for \$382. 00, the amount of claim , upon receipt of your agreement . Its embarrassing to cause inconvenience to any customer ,but unforgivable when that customer is so highly valued as you . Red-face and contrite ,I ask your indulgence and offer you my personal assurance of better service in the future .] With best regards . 亲爱的史密斯先生：关于贵方九月六日信中要求对短缺五进件丝毯进行索赔一事，我方深表遗憾，非常抱歉出现这一严重失误。失误的造成完全是我方的原因。在此销售旺季，由于员工短缺，未能仔细清点货物数量。如贵方同意，我方将电汇索赔金额382状元。给顾客带来不便是很令人窘迫的，尤其是给像您这样重要的客户带来不便是无法求得谅解。我羞愧而懊悔地请贵方包容这一失误，并保证今后提供更优质的服务。 D. Dear Sirs, We are in receipt of your letter of 20th June ,and regret the error in the statement of account for May .When this statement was made up ,it was not noticed that two items had been crossed off in invoice L903 , with the result that you were overcharged by US \$ 154 . We enclose credit note for the above sum so that you may deduct it from the total before sending off your remittance . We apologize once again for the error . Yours faithfully, 亲爱的先生们：我方现已收到您六月二十日来信，非常抱歉五月份财务结算中出现的错误。在结算中，我方疏忽了L903号发票已删去两项，导致多收您154美元。随函附上上述款项的信用票据，您在电汇以前，可先减去此部分金额。再次对我方工作中的失误表示抱歉。

E. Dear Mr. Osler, I was distressed to receive your March 10 letter about the curtness of our sales representative . I looked into the matter and found out that the representative in question was in the process of leaving our company to enter a new field .You happened to telephone him on his final day . I can only imagine he felt little sense of responsibility and allowed himself to argue with you . I apologize for his behavior .There is no corrective action I take , since he no longer works here . However ,we have intensified the training and supervision of our sales staff. Im sure you will find them courteous ,knowledgeable , and helpful in future . I hope this matter will not affect your good opinion about us . Yours faithfully , 亲爱的奥勒先生：从您三月十日来函获知我公司销售代表敷衍草率，我深感苦恼。本公司到新行业工作。碰巧您打电话是他最后天上班。我只能想象，他当时任责任心不强，竟然同您发生争吵。对他的行为我深表抱歉。我无法采取行动加以纠正，因为他已不再这里任职。然而，我们已加强对销售人员的教育和监督。我相信今后您会发现他们都是有礼貌、精明和有助的。我希望此事会影响您对本公司的良好印象。 2) Make Adjustments or Reject the Customers Request (调整或拒绝客户的要求) 顾客并非总是正确的。有时，他们会发出含糊的订单，要求获得不应得的折扣，或退回无法再行出售的订货等。解决此类抱怨或索赔，应注意以下几点： * 信中应强调造成误解的原因。 * 巧妙地表达你可接受和不可接受的要求，应委婉、非常强硬地拒绝对主就合理的要求； * 劝说客户接受你的建议或折衷方案，努力保持彼此间的合作和支谊。 A

. Make Adjustments (提出折衷方法) a. Dear Mr. Kennan, We

very much regret to learn from your letter of 2nd May that you are not satisfied with the quality of rice delivered . We are arranging for our Mr .Wang to call on you next week to compare the rice delivered with the samples we sent you previously .If it is found that the quality of our shipment is inferior to the samples , we are willing to take all responsibility . Sincerely yours , 亲爱的凯南先生 : 从贵方五月二日来函得知 , 贵方对收到的大米质量不满意 , 我方深感遗憾 。 我方正安排王先生下周拜访贵方 , 对原先样品和所运大米进行质量比较。如发现确是我方所发的大米质量低劣 , 我们愿承担一切。

b. Dear Miss Stanley , I am very sorry you did not receive the eight 6 - hp motors you wanted , and I guess both of us share the mistake . Your order (photocopy enclosed)lists the 7.5-hp motor along with its stock number ,yet the price indicated is for 6-hp motor .Since youve regularly ordered the 7.5, we assumed that this one was what you really wanted ,and we went ahead and shipped it .We should have checked with you ,and Im sorry we didnt . We will ,of course , ship the eight 6-hp motors immediately .Do you think you might sell the 7.5s? If so , you may wish to keep them a while , and if they dont move , you can return to us .In any event , well pay all shipping charges . Im delighted youre having such a good season with Seal line . Well be ready for your next orders . I promise no mixups. Sincerely yours, 亲爱的斯坦利小姐 : 很抱歉您未收到的8台海豹牌6马力发动机 , 我想你我双方都应承担部分任责 。 随函附上订单的复印件 , 计单上所列的是7.5马力发动机和它的订购数量 , 然而注明的价格却是6马力发动机的价格。由于您一直定期订购7.5马力 , 故我们认为这次您同样需要7.5马

力发动机。我们在发货前应与您核实订单，很抱歉我们未这样做。当然，我们将立即发运8台6马力发动给您。您可否将7.5马力发动机售出？如可以，您可将上次订货保留一段时间，如无法出售，您可退货。无论如何，我们将承担运输费用。我很高兴，在贵地海豹产品销售很好。我们期望您的下次订单。我保证不会再混淆了。100Test 下载频道开通，各类考试题目直接下载。详细请访问 www.100test.com