

Customer Service Letter Sample

<Date>

<Name>

<Company>

<Address>

<City>, <State> <Zip>

Dear <First Name>:

There are two things that we value a great deal here at ASI – the support that we receive from our members, and being open and transparent in our dealings with you.

Just about a year ago, you became part of the over 17,000 Distributors who belong to ASI. Your support helped make 2004 a year in which ASI was not only able to grow as an organization, but also continue to give back to our industry as a whole.

We truly appreciate your support and are proud to count you among our members.

I hope that, over the past year, you have found your ASI Membership to be a worthwhile investment. In the coming year, we are committed to continuing to provide top of the line resources and to being your partner as you grow your business.

Having worked in membership throughout my professional career, one of the things that I've noticed is that a lot of questions tend to come up during "renewal time". Because of that, I wanted to take a quick moment to touch base with you regarding yours.

When you joined ASI, we are able to extend to you a special "basic plus membership for a basic price" promotional rate. Per our communication when you joined, your renewal notice will reflect our standard renewal rate, which is slightly higher.

Given that it has been some time since you joined, I wanted to alert you to this fact so that you were not surprised when you received your notice in the mail.

When you receive your renewal notice, please take the time to complete it and return it to our offices so that your membership remains current. We don't want you to miss out on any of the benefits that our members can take advantage of, many of which could cover the cost of your yearly dues, many times over.

If you have any questions, or if there is anything that we can do to help you maximize the value of your membership, please do not hesitate to contact us at 1-800-546-1350. We would be happy to assist you in any way possible.

Many thanks for your continued support of ASI and best wishes for continued success.

All the Best

Todd Von Deak
Director, Member Services