

Solving Consumer Problems

Name: _____

Instructions: Read the attached statements and information then answer the questions that follow according to the instructions given. Please make sure that your handwriting is neat and clear. You can use "I" in your responses as they are your actions!

If you purchase a faulty product or service, what can you do to correct the problem?

Has a restaurant ever served you a meal that was barely edible? Have you ever purchased a product that either failed to work well or fell apart? The problem might have made you angry, but what did you do about it? If you are like most people, you probably did not tell the restaurant, store, or manufacturer about your problem.

In a recent survey of U.S. consumers, people gave the following reasons for not complaining about a disappointing product or service:

1. It's not worth my time or trouble to complain!
2. Complaining doesn't do any good, since no one really cares!
3. I don't know how to identify the people or organizations that might help me with my problem.

- The first reason uses laziness as an excuse for doing nothing. This allows businesses to continue these practices!
- The second reason is simply a mistake. Most businesses want to keep their customers happy. Contrary to popular belief, complaining usually does produce results!
- The third reason, not knowing what to do, is now covered in this test!!!!!!

1. Think of a product or service that did not give you complete satisfaction. Describe the problem:

2. Was the problem successfully resolved? If so, how? If not, why not?

3. "Consumers who have a problem with a product or a service should always go back to their business with their complaint."

Your answer is either YES, this is true or NO it does not. Explain why you chose YES or NO

The Case of the Broken Toaster

Imagine that you are having trouble with a new, brand-named toaster, which you purchased at your local store on “Main Street.” The toaster worked for only five weeks and then stopped toasting.

Let’s assume that you bring the defective toaster back to the store and present the receipt showing when you purchased it. “Sorry,” said the store manager, “*but you’ve had the toaster for more than 30 days. After that period, it is the manufacturer’s responsibility not the store. Check your warranty!*”

At home you pull the warranty out of your desk drawer. It says:

- A. Any defect in the product will be repaired at the manufacturer’s expense if it occurs within 90 days after the date of purchase. The defective toaster should be shipped to:
TOASTY TOASTERS. 132 Loaf Street, Breadsville, NY 10423
- B. The warranty will be in effect only if the product is used according to the manufacturer’s instructions. Misuse of the product, such as using the toaster as a door stop, will cancel the warranty covers.

You put the toaster in its original packing carton and enclose a photocopy of the warranty but before shipping the package to Toasty Toasters, you must first write a business letter explaining your problem with the product.

One the following lined piece of paper:-

- A. **Write:** Your street address, City, State, and Zip Code
- B. **Write:** Company’s name
Street address, City, State and Zip Code (as mentioned above)
- C. **Describe** the purchase that you made, including such information as: the date of purchase, the model of the product, and the store where you bought it.
- D. **Describe** what’s wrong with the toaster and when you discovered the defect. Then, mentioning the warranty, say that you would like the manufacturer to either repair the defective product or send you a brand new replacement.
- E. **Sign** your name, and also print your name below the signature. Make sure that it can be read.

Continue to the next page to write your business letter

