

# Goodwill Adjustment Request

Date: [Insert Date]

[Your Name]

[Your Address]

[City, State, Zip Code]

[Email Address]

[Phone Number]

To: [Recipient Name]

[Company Name]

[Company Address]

[City, State, Zip Code]

Dear [Recipient Name],

I hope this message finds you well. I am writing to formally request a goodwill adjustment regarding a recent promotional discrepancy I encountered while shopping at [Store Name or Website].

On [Date of Purchase], I made a purchase of [Item Description] and based on the promotional offer advertised, I expected to receive [Expected Offer]. However, upon review, I noticed that [Explain the discrepancy briefly, e.g., "the discount was not applied," or "the promotion was not honored at checkout"].

I understand that discrepancies can occur, and I appreciate your attention to this matter. As a loyal customer, I value my relationship with [Company Name], and I believe that resolving this issue can foster goodwill.

For your reference, I have attached copies of my receipt and the promotional advertisement. I kindly request that you consider adjusting my account to reflect the expected discount.

Thank you for your time and consideration. I look forward to your prompt response to this matter. Please feel free to reach me at [Your Phone Number] or [Your Email Address] for further communication.

Sincerely,

[Your Name]