**[Senders Name]**  
[Address line]  
[State, ZIP Code]

[Letter Date]

**[Recipients Name]**  
[Address line]  
[State, ZIP Code]

**[Subject: Normally bold, summarizes the intention of the letter] -Optional-**

Dear [Recipients Name],

I am writing to you to express my appreciation for the excellent customer service which I had received from your company on my last visit to your store. The staff was warm and accommodating, and they were helpful to me.

I hope that this is the kind of service that will be present in your stores permanently as this is what the customers want to have.

Sincerely,   
  
[Senders Name]

[Senders Title] -Optional-

[Enclosures: number] - Optional -   
cc: [Name of copy recipient] - Optional -