[Company Name]

[Company Address]

[City, State, ZIP Code]

**Subject: Response to Your Complaint**

Dear [Customer’s Name],

We are writing to inform you of an upcoming adjustment to our pricing structure, effective [EFFECTIVE DATE]. This decision has been made to continue delivering the high-quality [products/services] you expect from [COMPANY NAME], while accounting for [*reason for the increase, e.g., “rising operational costs” or “improvements to our offerings*”].

**New Pricing Details**:

* [Product/Service Name]: From [Current Price] to [New Price]
* [Product/Service Name]: From [Current Price] to [New Price]

**What This Means for You**:

If you are currently subscribed to a plan or service, the new pricing will be reflected in your next billing cycle starting on [DATE]. For one-time purchases, the new rates will apply to orders placed on or after [DATE].

We remain committed to providing you with exceptional value and unparalleled customer support. This price adjustment ensures that we can maintain and enhance the quality of our [products/services], including [specific improvements or features, if applicable].

If you have any questions or concerns regarding this change, please don’t hesitate to contact our team at [Email Address/Phone Number]. We truly value your business and appreciate your understanding.

Thank you for your continued trust in [COMPANY NAME]. We look forward to serving you in the future.

Yours sincerely,

……………………………………………………….

[NAME]

[TITLE]

[COMPANY NAME]