

## JC Penney Complaint Response

Thank you for sending an email to JCPenney Portraits. We truly appreciate customers who take the time to let us know about their experiences with our studios.

I am very sorry to hear of your recent disappointment in our studio services. We assure you that customer satisfaction is our top priority and we want the service at our studios to reflect that principle. We realize the importance of having portraits taken and the time and effort involved in preparing for a sitting. As a mother of three children I can certainly understand the frustration and disappointment you had with having to wait so long and then not having the quality sitting you are entitled to.

On behalf of JCPenney Portraits please accept my sincerest apologies. It is clear that measures need to be taken to improve the quality of service at this studio. To that end, you can be assured that your email will be forwarded to the District Manager, Ms. Johnson for her review and investigation. Additionally you will be receiving a letter for four free sheets of portraits at a future sitting as a way of apology. I realize that this does not make up for the time and effort already spent with all of this but I do hope that it does in some way show how truly regretful I am.

We want to thank you for your patronage and for bringing these concerns to our attention. We certainly do not wish to lose you as a valued customer. I am confident that a future visit to our studio will better reflect our commitment to customer satisfaction. Please do not hesitate to contact me if I can be of any further assistance.

Sincerely,

Joan S., Customer Service Representative  
1-800-597-6453

email: [jschulz@lifetouch.com](mailto:jschulz@lifetouch.com)

-----Original Message-----

FromXXXX

Sent: Thursday, July 10, 2003 7:53 PM

To: LPS CUSTOMER SERVICE

Subject: JCPenney Portraits Customer Inquiry

I had a sitting today that was very disappointing. My baby is 3mo old, so these photos are very important to us. We spent 1hr 15 min in our sitting (too long for an infant). We would expect that this time would be undivided.

Unfortunately, our photographer was constantly interrupted by the telephone and customers coming in to pick up pictures. I would also expect some time to be spent on poses and props, but since he was so distracted by other

customers, the poses were not in the least bit original. My baby is growing so fast, and I will not be able to get this time back. Also, I was asked to set an appointment to pick up pictures. If this is the case, why are the pick up appointment interrupting people who having their portraits taken? This will be my first and only time to use JCPenney. I have many years of portraits remaining, and perhaps you should consider the lifetime value of this lost customer.