



FICTIONAL SAMPLE

See what a completed pack can look like

This example uses an invented customer, organisation and evidence. It is not a real complaint, legal advice or a promise that every pack will have the same length.

THIS PREVIEW CONTAINS

01 Cover letter PDF

02 Complete complaint and evidence-index PDF

03 Case overview and action-plan PDF

How the real purchase differs

Customers receive these as separate downloads plus an editable Word copy. Their own uploaded photos and PDF pages are added to the complete pack where supported. The wording, sections, length and suggested actions vary with the information supplied.

Always review every generated document against the original facts and evidence.

ProofPackAI organises information. It is not a law firm and does not guarantee an outcome.

Amelia Hart

amelia.hart@example.com

09 September 2026

Complaints Team

Northstar Homeware Ltd (fictional)

Subject: Formal complaint - Faulty household appliance

Reference: NH-10482-SAMPLE

Dear Sir or Madam,

Please find enclosed my formal complaint concerning faulty household appliance. The principal matter is summarised as follows: The appliance arrived with a dented side panel and stopped draining after its first cycle. I reported both problems promptly. The retailer acknowledged my first message but has not provided a repair, replacement or final response.

The enclosed pack sets out the relevant events, the basis of my complaint, its effect and the supporting evidence in numbered order. Please consider the complaint letter and evidence pack together as one complete submission.

The resolution I am seeking is: A replacement appliance without further delivery or installation charges, reimbursement of the evidenced £64.99 costs, and a written response to the complaint.

Please confirm receipt by email to amelia.hart@example.com and provide a written response addressing each point raised by 23 September 2026. If you require further information, please identify it in writing.

Yours faithfully,

Amelia Hart

Amelia Hart - complaint concerning Northstar Homeware Ltd (fictional)

Complaint type: Faulty household appliance

Reference: NH-10482-SAMPLE

Prepared: 09 September 2026

Contents

1. Formal complaint
2. Case summary
3. Chronology
4. Financial loss
5. Evidence index
6. Submission checklist

Amelia Hart

amelia.hart@example.com

09 September 2026

Complaints Team - Northstar Homeware Ltd (fictional)

Subject: Formal complaint regarding Faulty household appliance

Reference: NH-10482-SAMPLE

Dear Complaints Team,

I am writing to make a formal complaint and request a full written investigation of the matters below.

Background and relationship

I bought a dishwasher online for £479. The order included delivery and installation.

What happened

The appliance arrived with a dented side panel and stopped draining after its first cycle. I reported both problems promptly. The retailer acknowledged my first message but has not provided a repair, replacement or final response.

What I expected

The product listing described the appliance as new and included delivery and installation. Customer service said the issue would be reviewed within five working days.

Why I challenge the outcome

I supplied photographs, the order confirmation and a copy of the error message. Two promised callbacks did not happen, and the complaint remains unresolved despite follow-up emails.

Steps already taken

Online complaint form submitted, followed by two emails and one telephone call.

Response received

The retailer acknowledged receipt and assigned a reference, but no substantive response or proposed resolution has been received.

Financial impact

£64.99 recorded: £15 laundrette costs and a £49.99 independent engineer inspection. These amounts should be checked against the attached receipts before submission.

Practical or personal impact

The household has been without a working dishwasher for three weeks and has spent additional time chasing updates.

Resolution requested

A replacement appliance without further delivery or installation charges, reimbursement of the evidenced £64.99 costs, and a written response to the complaint.

PROOFPACK AI

FORMAL COMPLAINT - CONTINUED

Please provide a complete written response by 23 September 2026.

Yours faithfully,

Amelia Hart

Decision-maker briefing

Core issue

The appliance arrived with a dented side panel and stopped draining after its first cycle. I reported both problems promptly. The retailer acknowledged my first message but has not provided a repair, replacement or final response.

Basis of challenge

I supplied photographs, the order confirmation and a copy of the error message. Two promised callbacks did not happen, and the complaint remains unresolved despite follow-up emails.

Material impact

£64.99 recorded: £15 laundrette costs and a £49.99 independent engineer inspection. These amounts should be checked against the attached receipts before submission. The household has been without a working dishwasher for three weeks and has spent additional time chasing updates.

Requested remedy

A replacement appliance without further delivery or installation charges, reimbursement of the evidenced £64.99 costs, and a written response to the complaint.

Key events and supporting evidence

1. 12 August 2026 - A1, A2

Dishwasher delivered and installed. A dent was visible on the side panel.

Delivery team / Delivery

2. 13 August 2026 - A3

The first cycle failed to drain and displayed an error. The problem was reported through the online complaint form.

Customer service / Online form

3. 20 August 2026 - A4

Customer service acknowledged the complaint and said it would be reviewed within five working days.

Customer service adviser / Email

4. 02 September 2026 - A5

A follow-up email requested a substantive response. No reply had been received by the date this sample was prepared.

Complaints team / Email

Schedule of financial loss

1. 15.00

Laundrette costs while the appliance was unusable. | Evidence: B1

2. 49.99

Independent engineer inspection. | Evidence: B2

Documents and supporting items

A1 - Order confirmation and invoice

Receipt or invoice / 05 August 2026 / Northstar Homeware Ltd (fictional) Shows the appliance, price and delivery arrangement. Supports: The purchase details and transaction date. Attached file: sample-order-confirmation.pdf

A2 - Photograph of dented side panel

Photo or screenshot / 12 August 2026 / Customer photograph Photograph taken immediately after delivery. Supports: The visible condition of the appliance on delivery. Attached file: sample-delivery-photo.jpg

A4 - Complaint acknowledgement email

Email or message / 20 August 2026 / Customer service Acknowledges the complaint and states the expected review period. Supports: The complaint was received and a response timescale was given. Attached file: sample-email-chain.pdf

Submission checklist

- ☐ Every chronology reference matches an evidence item.
- ☐ Every financial loss has proof or a clear calculation.
- ☐ All uploaded evidence files have been opened and checked.
- ☐ Sensitive and unrelated personal data has been removed.
- ☐ Submission confirmation will be retained.

Important information

Prepared using ProofPack AI from information supplied by the client. The client is responsible for reviewing and approving the accuracy and lawful use of this document. ProofPack provides document-organisation assistance, not legal advice, does not independently verify facts or evidence, and does not guarantee any outcome.

Case overview and action plan

Organisational review prepared from the information supplied by the client. It is not legal advice, independent verification or a finding on the merits.

Complaint and basis of challenge

The appliance arrived with a dented side panel and stopped draining after its first cycle. I reported both problems promptly. The retailer acknowledged my first message but has not provided a repair, replacement or final response. Basis of challenge: I supplied photographs, the order confirmation and a copy of the error message. Two promised callbacks did not happen, and the complaint remains unresolved despite follow-up emails.

Expected position and requested outcome

The product listing described the appliance as new and included delivery and installation. Customer service said the issue would be reviewed within five working days. Requested resolution: A replacement appliance without further delivery or installation charges, reimbursement of the evidenced £64.99 costs, and a written response to the complaint.

Recorded impact

Financial: £64.99 recorded: £15 laundrette costs and a £49.99 independent engineer inspection. These amounts should be checked against the attached receipts before submission. Practical or personal: The household has been without a working dishwasher for three weeks and has spent additional time chasing updates.

Case readiness

4 chronology events, 3 indexed evidence items and 2 financial-loss entries are recorded.

What appears strongest

- A clear account of what happened has been recorded.
- The reason the outcome is challenged has been stated.
- A specific requested resolution has been identified.
- 4 dated events are included in the chronology.
- 3 supporting items are indexed.

Evidence review

- A1: Order confirmation and invoice. Supports: The purchase details and transaction date.
- A2: Photograph of dented side panel. Supports: The visible condition of the appliance on delivery.
- A4: Complaint acknowledgement email. Supports: The complaint was received and a response timescale was given.

Recommended actions and checks

Actions for this complaint

1. Check the account against the original documents and correct any date, name, amount or quotation that is not exact.
2. Link each important statement to a numbered evidence item, then send the complaint through a traceable channel and keep confirmation.
3. State the requested resolution as specific actions or amounts, explain why it addresses the problem and give a reasonable date for a written response.
4. Keep the submitted complaint, every attachment, proof of delivery and any acknowledgement or final response together.
5. State the contractual or advertised promise, the remedy requested and why that remedy is proportionate to the documented problem.

Points to verify before sending

- Confirm that the organisation name, account or booking reference and contact details are correct.
- Check every date, amount and quotation against the original evidence before sending.
- Remove passwords, PINs, full payment-card numbers and unrelated third-party personal information from attachments.
- Make sure the requested outcome is clear, practical and consistent with the loss or problem described.

Suggested submission sequence

1. Read the complaint, chronology and evidence index together and correct any inconsistency.
2. Rename or order attachments so their references match the evidence index.
3. Submit the complaint through a traceable channel and retain proof of delivery.
4. Record the response deadline and keep every acknowledgement, reply and further document with this pack.

Independent routes to check

Citizens Advice consumer service: Independent consumer-rights guidance and help deciding the appropriate next step.

Trading Standards referral: Citizens Advice can pass relevant reports to Trading Standards where a trader may have broken the law or acted unfairly.

The client remains responsible for checking accuracy, removing unnecessary personal information, confirming eligibility and deadlines, and deciding whether and where to submit the complaint. ProofPack does not guarantee any outcome.

A1 - Order confirmation

Invented document showing the kind of purchase record a customer can upload.

Northstar Homeware Ltd (fictional)

Order date	05 August 2026
Customer	Amelia Hart (fictional)
Reference	NH-10482-SAMPLE
Item	Dishwasher
Delivery and installation	Included
Total	GBP 479.00

Illustration only. Not a valid invoice or proof of purchase. In a real pack, upload the original order confirmation or receipt.

A2 - Damage photograph

12 August 2026 - fictional delivery-day evidence example.



AI-generated illustration, not a real customer photograph. Shows a visible dent in the side panel. A photograph alone does not establish when or how the damage happened.

For your own complaint, use your original photos and explain the date, subject and what each image supports.

Chronological timeline

The fictional case in date order, with evidence references and gaps clearly identified. This visual appendix is illustrative; customer formatting may differ.

05 August 2026 | Order placed - A1

Dishwasher ordered for GBP 479, including delivery and installation.

12 August 2026 | Delivered with a visible dent - A2

Customer records the condition of the side panel in a photograph.

13 August 2026 | Fault reported - record to add

First cycle fails to drain. Keep the online complaint confirmation and error photo.

20 August 2026 | Complaint acknowledged - A4

Sample records an email promising review within five working days. Listed in the evidence index; not reproduced in this preview.

02 September 2026 | Follow-up sent - record to add

Customer asks for an update. Add the sent email to support this event.

The sample does not reproduce every referenced record. A customer should check every reference and attach the relevant original before sending their pack.