

[YOUR NAME / COMPANY NAME]

[Address Line 1] · [Address Line 2]

[Phone] · [Email]

[DATE]

[Customer Name]

[Address]

Subject: Our apology regarding [ISSUE]

Dear [Customer Name],

I am writing to apologise sincerely for [WHAT WENT WRONG — e.g. the delay in your delivery, the error on your invoice, the experience you had with our team] on [DATE]. This fell short of the standard you should expect from us, and I am sorry for the inconvenience it caused.

Having looked into what happened, [BRIEF, HONEST EXPLANATION — without excuses]. To put things right, we have [CORRECTIVE ACTION TAKEN], and as a gesture of goodwill we would like to offer you [REFUND / DISCOUNT / REPLACEMENT].

We have also [STEP TAKEN TO PREVENT RECURRENCE — e.g. updated our process, retrained the team] so this does not happen again.

Your business matters to us, and I hope you will give us the chance to serve you better. If you would like to discuss this personally, please contact me directly at [PHONE / EMAIL].

Yours sincerely,

[Your Name]

[Job Title]

[Company Name]