**LETTER TEMPLATE**

**APOLOGY LETTER**

**[Company name]**

**[Manager’ Name]**

**[Date]**

Dear **[customer name],**

On behalf of **[company name]**, I sincerely apologize for **[describe the problem & insert time period].**

**[Explain the source of the incident],** which is unacceptable. As a result, **[explain how it affected the customer].**

We understand you depended on us **[briefly repeat the customer goal, e.g., to protect your data]** and deeply regret we failed to deliver the high standard that you’ve come to expect from **[name of your company].**

We are taking this incident seriously. Once it was discovered, we took appropriate measures to ensure it will not happen again in the future. **[Explain what measures were taken or you’re planning to take.]**

I appreciate your patience with us as we further investigate this issue. I’m confident your next experience with us will be up to your expectations.

If you would like to discuss the issue further, our customer support team is here for you. Do not hesitate to reach out and let us know how we can make things right.

Sincerely,

**[Manager’s signature]**

**[company Name]**

**[Date]**