**LETTER TEMPLATE**

**APOLOGY EMAIL**

Hi **[customer name],**

We are truly sorry for the inconvenience you experienced on **[insert date here]** when **[refer to the complaint here].** While accidents like this shouldn’t happen, we take full responsibility for the situation.

We’ve reviewed the situation and narrowed the cause to **[fully explain the reason here, e.g., key staff changes, recent internal system update, etc.].**

We value your business and hope we will never put you in this situation. Therefore, we plan to improve **[enter measures taken].**

If you still have further questions about the incident, please do not hesitate to reach out. We’d be happy to talk through them with you.

Thank you,

**[your or company’s name]**