**LETTER TEMPLATE**

**APOLOGY LETTER**

**[Date]**

Dear **[customer name],**

We were so sorry to hear about the negative experience you had with one of our customer service agents. Please accept our sincerest apologies for the stress and frustration this has caused you.

We want you to know our customer service team is regularly trained on how to interact with customers. However, this experience has brought to our attention that the training program needs to be updated. We hope to avoid similar incidents in the future, which is why we’ll be sending our entire customer service team for refresher training.

We want to offer you a **[enter your offer]** to make it up to you. We hope this experience doesn’t affect our relationship with you and that you come back again soon!

If there’s anything else we can do, please get in touch **[enter how to contact you].**

Sincerely,

**[you or your company name]**