TO

**[Receiver Name]**

[Receiver Title]

**ADDRESS:** [Receiver Address]

**EMAIL:** [Email Address]

**PHONE:** [Home Phone]

FROM

**[Sender Name]**

[Sender Title]

Sub: The Customer Had a Bad Experience in Store

“Dear **[First name]**,

I’m sorry you had such an unpleasant encounter with one of our associates earlier today. We try to make our customers’ shopping experience easy and enjoyable, and we hold our stores to a very high standard. In this case, we clearly fell short.

I’ve forwarded your complaint to the **[location]** store management team as well as our corporate customer experience team. We will do everything we can to make sure this doesn’t happen again.

We’d also like to make it up to you by offering a **[#]%** discount on your next purchase in store or online. Here’s a link to the coupon code, which you can print for in-store use: **[link]**.

Once again, **[First name]**, I apologize for our failure to serve you well. Thanks so much for letting us know. Your feedback is valuable to us.

Sincerely,

**[Agent first name]**

**[Email]**