**LETTER TEMPLATE**

**APOLOGY LETTER**

Hi **[customer name],**

Thanks for contacting us about **[name the product, service, or experience].**

We’re sorry about the mishap that caused **[describe how the customer was affected].**

It wasn’t our intention to disappoint you. But we feel fully responsible for what happened and for any inconvenience, this may have caused you.

After we looked into the situation, we found the oversight resulted from **[enter the cause of the error].** We regret that this error slipped past our quality processes. We’ve taken steps to prevent it from happening again by **[enter the steps taken, e.g., by passing customer’s feedback to a relevant department].**

As a token of our apology, **[enter what you can offer to the customer to appease them, e.g., full refund or a discount].**

If you have other concerns or additional feedback, please don’t hesitate to reach out to our customer service team. **[You may provide contact details here.]**

Best,

**[your or your company name]**