Dear \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_,

First of all, let me offer my sincerest apologies for the poor service you received at our establishment last Friday. It has always been our goal to provide customer service that is polite, friendly and helpful. I'm sorry that you were not treated with the respect that you deserve.

The employee in question has been disciplined over this matter. We would also like to offer you a $15 gift certificate (enclosed), which can be redeemed at any time.

Thank you for notifying us of the problem. We value your feedback and your continued patronage.

Sincerely,