Customer Apology Letter Template

Dear **Mr./Ms. [Customer Name],**

I'm writing to apologize for **[action you wish to apologize for]**. I understand that your experience was negatively impacted because of **[description of company oversight].**

We're looking into what went wrong and will work on finding a solution as quickly as possible so that this doesn't happen again.

[**Make an offer to rectify the situation, such as store credit, a discount, coupon, etc.]**

Please accept our sincere apologies. We hope to work for you again in the future.

Kind regards,

**[Your Name]**

**[Your Position]**

**[Contact Information]**