

Date: [Insert Date]

Dear [Customer Name],

We would like to sincerely apologize for the confusion regarding your recent order with us. We understand how important it is for our customers to receive their orders accurately and on time, and we are sorry for the inconvenience this experience has caused.

After reviewing your case, we discovered that the mix-up was due to [briefly explain cause, if appropriate, e.g., "a processing error in our fulfillment system"]. We have immediately taken the following steps to resolve the issue: [describe any corrective actions, e.g., "shipped the correct items"/"processed a replacement"/"initiated a refund"].

As a gesture of our commitment to your satisfaction, we would like to offer you [describe make-good offer, e.g., "a 20% discount on your next purchase," "a complimentary service," or "free shipping on your next order"]. We value your trust and appreciate your understanding as we work to ensure this does not happen again in the future.

If you have any further questions or concerns, please do not hesitate to contact our customer care team at [phone/email]. Thank you for allowing us the opportunity to make this right, and for being a valued customer.

Sincerely,

[Your Name]

[Your Title]

[Company Name]

[Contact Information]