

Date: [Insert Date]

To: [Customer Name]
[Customer Address]

Dear [Customer Name],

On behalf of [Company Name], I would like to extend our sincerest apologies for the poor customer service you recently experienced. We deeply regret any inconvenience or frustration this may have caused you.

At [Company Name], our customers are our top priority, and it is always our aim to provide the best possible service. After carefully reviewing your feedback regarding [briefly describe the service issue], we acknowledge that we fell short of our usual standards and your rightful expectations.

Please rest assured that your experience has been shared with our team so we can address the situation and take the necessary steps to ensure it does not happen again in the future. We greatly value your feedback, as it allows us to continually improve our services.

As a token of our sincere apology and appreciation for your continued trust, we would like to offer you the following compensation coupon:

[Insert Coupon Code]: Get [e.g., 20% off your next purchase/Free item/service]

(Valid until: [Expiration Date])

We hope this gesture demonstrates our commitment to making things right and regaining your confidence. Should you have any further concerns or if there is anything else we can do to assist you, please do not hesitate to contact us at [Customer Service Phone/Email].

Yours sincerely,

[Your Name]
[Your Position]
[Company Name]