

Business Apology Letter to Customer for Defective Product

A **business apology letter to customer for defective product** is a formal communication expressing regret and responsibility when a product fails to meet quality standards, causing inconvenience or dissatisfaction. This letter acknowledges the issue, apologizes sincerely, offers solutions such as replacement, refund, or repair, and reassures the customer of the company's commitment to quality service.

Letter Template

[Your Company Letterhead]
[Date]
[Customer Name]
[Customer Address]
[City, State, ZIP Code]
Dear [Customer Name],
We sincerely apologize for the inconvenience caused by the defective product you received from us. At [Company Name], we take great pride in the quality of our products and are dedicated to providing excellent customer service. Please know that your feedback is extremely valuable to us. We have already reported the issue to our quality assurance department to prevent similar occurrences in the future. To resolve this matter promptly, we would like to offer you the choice of a complimentary replacement or a full refund for your purchase. Please let us know your preferred option. Thank you for bringing this matter to our attention and for your patience and understanding. We appreciate your continued trust in our brand and look forward to serving you better.
Sincerely,
[Your Name]
[Your Position]
[Company Name]
[Contact Information]

Sample Business Apology Letter

ABC Electronics
123 Main Street
Anytown, State 12345
June 15, 2024
Ms. Jane Doe
456 Elm Avenue
Somewhere, State 67890
Dear Ms. Doe,
We sincerely apologize for the defective product you received. We understand how this has impacted your experience with our company, and we are committed to resolving this issue quickly. Please accept our offer to replace the item at no additional cost or provide a full refund whichever you prefer. Simply contact our customer service team at (555) 123-4567 or email us at support@abcelectronics.com. Thank you for your understanding and for allowing us the opportunity to make this right. We value your business and are dedicated to ensuring your satisfaction.
Sincerely,
John Smith
Customer Relations Manager
ABC Electronics