

Subject: Our Sincere Apologies for the Delay in Your Order – Here's a Gift for You

Dear [Customer Name],

We sincerely apologize for the delay in delivering your recent order with us. At [Your Company Name], we strive to meet and exceed customer expectations, and we recognize that we have not met that standard in this instance.

The delay was due to [brief explanation of reason, e.g., "unexpected supply chain interruptions" or "an unprecedented increase in demand"], and we want to assure you we are taking the necessary steps to ensure this does not happen again.

We truly value your patience and understanding. As a token of our appreciation and to make up for this inconvenience, please accept this exclusive coupon code:

**COUPON CODE: [THANKYOU10](#)**

Use this code at checkout to enjoy **10% off** your next purchase. The code will be valid through [expiration date].

Your satisfaction is our top priority. If you have any questions or need further assistance, please don't hesitate to reach out to our customer service team at [Contact Information].

Thank you for choosing [Your Company Name] and giving us the opportunity to make things right.

Warm regards,

[Your Name]

[Your Position]

[Your Company Name]