

Date: [Insert Date]

[Customer Name]
[Customer Address]
[City, State, ZIP Code]

Dear [Customer Name],

I am writing on behalf of [Company Name] to sincerely apologize for the unsatisfactory experience you recently had with our customer service team. We deeply regret that our service did not meet your expectations, and we understand the frustration or inconvenience this may have caused you.

At [Company Name], we take great pride in ensuring the highest level of customer satisfaction, and we strive to deliver exceptional service at all times. Upon investigating your complaint, we have identified that [brief explanation of what went wrong, e.g., there was a delay in responding to your request due to an internal communication issue]. We take full responsibility for this oversight and are actively addressing the matter with our staff to prevent similar occurrences in the future.

Please accept our sincerest apologies for any inconvenience this situation has caused. To demonstrate our commitment to your satisfaction, we are [explain steps being taken to rectify the issue, e.g., providing a refund, replacing a product, or offering a discount on your next purchase]. Additionally, we are enhancing our staff training programs and revising protocols to ensure prompt and courteous service in the future.

We value your feedback and appreciate you bringing this matter to our attention. Your trust is extremely important to us, and we are committed to restoring your confidence in our company. Should you have any further concerns or require additional assistance, please do not hesitate to contact me directly at [Your Contact Information].

Thank you for giving us the opportunity to resolve this situation. We look forward to serving you better in the future.

Sincerely,
[Your Name]
[Your Position]
[Company Name]
[Contact Information]