

# Apology Letter with Compensation Sample

Date: [Insert Date]

Dear [Customer Name],

We sincerely apologize for the experience you encountered with [brief description of the issue, e.g., "your recent purchase from our store" or "our customer service"]. Your feedback is extremely valuable to us, and we are truly sorry for any inconvenience and frustration this may have caused.

At [Your Company Name], we strive to provide the highest level of service, and it is clear that we fell short in this instance. Please be assured that we are taking immediate steps to address this situation and prevent it from happening again in the future.

As a token of our apology and appreciation for your patience, we would like to offer you [state compensation, e.g., "a full refund," "a replacement product," "a 20% discount on your next purchase," etc.]. We hope this gesture will help to restore your confidence in us.

Please let us know if there is any further action we can take to resolve this matter to your satisfaction. Your continued trust means a great deal to us, and we hope to have the opportunity to serve you better in the future.

Thank you for bringing this to our attention.

Sincerely,

[Your Name]

[Your Position]

[Your Company Name]

[Contact Information]