

Customer Apology Letter Example for Order Fulfillment Mistake

Date: [Insert Date]

Dear [Customer Name],

We sincerely apologize for the error that occurred with your recent order, [Order Number], placed on [Order Date]. We understand how important it is to have your order processed correctly and on time, and we regret the inconvenience this has caused.

Upon reviewing your order, we discovered that [briefly describe the mistake, e.g., the wrong item was shipped, an item was missing, a delay occurred, etc.]. This did not meet our usual high standards of service, and we take full responsibility for the oversight.

To make this right, we are taking the following actions:

- [Offer, e.g., Shipping the correct item immediately/replacing the missing item/sending a partial or full refund]
- [Any additional compensation, e.g., Providing a discount on your next order/a voucher as a gesture of goodwill]

We are also reviewing our order fulfillment process to help prevent similar issues from occurring in the future.

We greatly value your business and appreciate your understanding and patience throughout this process. If there is anything further we can do to assist you, please do not hesitate to reach out to us at [Customer Service Contact Information].

Once again, we apologize for this mistake and thank you for giving us the opportunity to make things right.

Sincerely,

[Your Name]

[Your Position]

[Company Name]

[Contact Information]