

Date: [Insert Date]

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

Dear [Customer Name],

We are writing to sincerely apologize for the delay in delivering your recent order, [Order Number/Description], which was originally scheduled for delivery on [Original Delivery Date]. We understand that timely delivery is crucial and regret any inconvenience that this may have caused you.

The delay was due to [briefly state reason if appropriate, e.g., supply chain issues, unexpected demand, etc.], and we take full responsibility for not meeting the promised delivery date. Please rest assured that we are taking all necessary steps to prevent similar incidents in the future and to ensure prompt and reliable service.

As a token of our sincere apology, we would like to offer you a [Insert Discount Percentage]% discount on your next purchase with us. To redeem this offer, please use the code [DISCOUNTCODE] at checkout, or present this letter at the time of your next order. This discount is valid until [Expiration Date].

We greatly value your business and are committed to providing you with the highest level of service. Thank you for your understanding and patience regarding this matter. If you have any questions or require further assistance, please do not hesitate to contact us at [Contact Information].

Once again, we apologize for any inconvenience caused and look forward to serving you better in the future.

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