

[Your Company Letterhead]

[Date]

[Customer Name]

[Customer Address]

[City, State, ZIP Code]

Dear [Customer Name],

Subject: Formal Apology for Inadequate Customer Support

I am writing on behalf of [Company Name] to sincerely apologize for the recent experience you had with our customer support team. We fully acknowledge that the level of service you received fell short of our usual standards and your expectations, and we regret any inconvenience or frustration this may have caused you.

At [Company Name], we strive to provide prompt, effective, and courteous service to all our valued customers. In your case, we did not meet these standards, and for that, we take full responsibility. We understand how important timely and helpful support is, and it is never our intention to let our customers down.

Please be assured that we have thoroughly reviewed your case and identified the areas where our support process needs improvement. We are currently:

- Conducting additional training sessions for our customer service team,
- Implementing revised protocols to ensure a more efficient response, and
- Monitoring support requests to proactively address unresolved issues.

As a gesture of goodwill, we would like to offer you [compensation, if applicable, e.g., a refund, discount, or complimentary service]. Your satisfaction is very important to us, and we are committed to regaining your trust.

Thank you very much for bringing this matter to our attention. If you have any further concerns or require additional assistance, please do not hesitate to contact me directly at [phone number] or [email address].

We greatly value your business and appreciate your understanding as we work to improve our service.

Sincerely,

[Your Name]

[Your Position]

[Company Name]

[Contact Information]