

[Your Company Letterhead]

[Date]

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

Dear [Customer Name],

Thank you for bringing your recent experience with our [Product Name] to our attention. We apologize for any inconvenience caused by the defect you encountered, and we truly appreciate your patience in allowing us to address this matter.

At [Your Company Name], customer satisfaction is our top priority. After reviewing your case, we sincerely regret that our product did not meet the high standards we aim to uphold. To express our appreciation for your continued loyalty, we would like to offer you a goodwill discount of [XX%] on your recent purchase/order. You can redeem this discount by using the code [DISCOUNT CODE] on your next order or by contacting our customer service team directly.

Additionally, we are taking steps to ensure that such issues do not recur in the future. Your feedback is invaluable in helping us improve our products and services.

If you have any further questions or concerns, please do not hesitate to contact our team at [Customer Service Phone] or [Customer Service Email]. We greatly value your business and look forward to serving you again.

Thank you for your understanding.

Sincerely,

[Your Name]
[Your Position]
[Your Company Name]