

## Example Apology Letter for Poor Service Experience

[Your Company Letterhead]

[Date]

[Customer Name]

[Customer Address]

[City, State, ZIP]

Dear [Customer Name],

I am writing on behalf of [Your Company Name] to sincerely apologize for the service experience you recently encountered. We greatly value your feedback and are genuinely sorry that our service did not meet your expectations.

We understand how disappointing it must have been to experience [briefly describe the issue, e.g., "a significant delay in your order" or "unhelpful assistance from our team"], and we take full responsibility for any inconvenience this has caused you. Please know that this does not reflect our usual high standards and commitment to customer satisfaction.

To address this issue, we are taking immediate steps, including [list specific actions being taken, e.g., "retraining our staff," "reviewing our delivery process," or "implementing new quality checks"], to ensure that this type of situation does not occur again in the future.

As a gesture of our regret and appreciation for your patience, we would like to offer you [describe compensation if applicable, e.g., "a full refund," "a discount on your next purchase," or "a complimentary service"]. Our team will be in touch to ensure that this is processed promptly.

Once again, we apologize for any inconvenience you have experienced and thank you for bringing this matter to our attention. Your satisfaction is very important to us, and we hope to have the opportunity to serve you better in the future.

If you have any further questions or concerns, please do not hesitate to contact me directly at [phone number] or [email address].

Sincerely,

[Your Name]

[Your Position]

[Your Company Name]

[Contact Information]