

Date: [Insert Date]

To: [Customer Name]

Address: [Customer Address]

Dear [Customer Name],

Thank you for bringing to our attention the pricing discrepancy related to your recent purchase with us (Order #[Order Number], dated [Order Date]).

We sincerely apologize for any inconvenience caused by the difference between the amount you were charged and the promotional price advertised during our recent offer. Upon reviewing your account and the details of the promotion, we determined that the error occurred due to [briefly explain the reason, e.g., a system update delay or miscommunication regarding eligible items].

As a valued customer, we want to assure you that we have already taken corrective action. We have issued a refund/credit of [insert amount] to your original method of payment/account, which reflects the price difference between what you paid and the advertised promotional price. You should see this adjustment reflected within [insert timeframe].

Customer satisfaction is our top priority. We appreciate your understanding and are committed to maintaining transparency in all our transactions. If you have any further questions or concerns, please do not hesitate to reach out to our customer service team at [Customer Service Contact Information].

Thank you for your continued trust in [Your Company Name]. We look forward to serving you again soon.

Sincerely,

[Your Name]

[Your Title/Department]

[Company Name]

[Contact Information]