

Subject: Our Apologies — Please Accept a Special Discount

Dear [Customer Name],

We sincerely apologize for the inconvenience you experienced regarding [briefly describe the issue, e.g., your recent order / our service delay]. At [Your Company Name], we take pride in delivering the best possible experience to our customers, and we regret that we fell short of your expectations this time.

Please know that we have thoroughly investigated the matter and are taking steps to ensure it does not happen again. Your satisfaction is extremely important to us, and we want to make things right.

As a gesture of our sincere apologies, we would like to offer you a [XX]% discount on your next purchase. To redeem this, simply use code **[DISCOUNT CODE]** at checkout. This code is valid until [expiration date].

We truly value your business and appreciate the opportunity to serve you. If there is anything further we can do to address your concerns, or if you have any questions, please do not hesitate to contact us at [contact information].

Thank you for your understanding and for giving us another chance to serve you better.

Sincerely,

[Your Name]

[Your Title]

[Your Company Name]

[Contact Information]