

[Your Company Letterhead]

[Date]

[Customer Name]

[Customer Address]

[City, State, ZIP Code]

Dear [Customer Name],

We sincerely apologize for the delay in providing the service you requested on [specific date or order/service number]. We understand that you had anticipated timely delivery, and we deeply regret any inconvenience this may have caused.

The delay in service was due to [briefly explain cause, e.g., unforeseen supply chain issues, technical difficulties, staffing shortages, etc.]. While we always strive to meet our commitments, we recognize that in this instance we fell short of your expectations, and for that, we are truly sorry.

As a gesture of our commitment to you and appreciation for your patience, we would like to offer you a [percentage]% discount on your current purchase/service, or a [specific dollar amount] credit to be used towards your next order with us. Please use the promo code [DISCOUNT CODE] when you place your order, or let our team know when you are ready to redeem your credit.

At [Your Company Name], customer satisfaction is our top priority. We are taking steps to ensure that such delays do not occur in the future, and we appreciate your understanding as we work to improve our processes.

If you have any further questions or if there is anything else we can do to assist you, please do not hesitate to contact me directly at [contact information].

Thank you for your continued trust in [Your Company Name]. We value your business and look forward to serving you better in the future.

Sincerely,

[Your Name]

[Your Position]

[Your Company Name]

[Contact Information]