

Apology Letter for Product Quality Issue Complaint

[Your Company Letterhead]

[Date]

[Customer's Name]

[Customer's Address]

[City, State, ZIP Code]

[Email Address]

Dear [Customer's Name],

On behalf of [Your Company Name], I would like to express our sincerest apologies for the inconvenience and disappointment you experienced with the quality of our product, [Product Name/Model], purchased on [Purchase Date].

We greatly value your feedback and take quality concerns very seriously. After reviewing your complaint, we acknowledge that the product you received did not meet our high standards or your expectations. Please accept our apologies for this lapse. We strive to ensure quality in our products, and regret that we fell short in your case.

The root cause of the issue appears to be [briefly describe cause, if known, e.g. a manufacturing defect, an error in quality control, etc.]. We have already taken immediate steps to address this, including [list remedial actions, e.g. increased quality checks, retraining of staff, changes to supplier, etc.], to prevent a recurrence of such incidents.

As a token of our regret, we would like to [offer solution: replace the defective product, issue a full/partial refund, extend a discount, etc.]. Our customer service team will contact you within the next [number] business days to ensure this matter is resolved quickly and satisfactorily.

We deeply value your continued trust and loyalty. Please do not hesitate to reach out to us at [phone number / email address] if you have any additional concerns or require further assistance.

Once again, we apologize for any inconvenience caused and appreciate your understanding as we work to make things right.

Sincerely,

[Your Name]

[Your Position]

[Your Company Name]

[Contact Information]