

Date: [Insert Date]

Dear [Customer Name],

We are writing to you with our sincerest **apology for service failure** regarding your recent experience with [Company Name]. We deeply regret the inconvenience this may have caused and acknowledge that our service fell short of the high standards you expect and deserve.

At [Company Name], customer satisfaction remains our utmost priority. We understand the disappointment this situation caused and are actively taking steps to ensure such issues are not repeated in the future. Please be assured that we are committed to improving our service quality and reliability moving forward.

As a token of our apology and a gesture of goodwill, we are offering you [insert number] loyalty points, which will be credited to your account. These points can be redeemed on your next purchase with us. We hope this compensation reaffirms our commitment to restoring your trust and continuing our valued relationship.

Should you have any further concerns or require assistance, please do not hesitate to contact our customer support team at [contact details].

Thank you for bringing this matter to our attention and for your continued patronage.

Yours sincerely,

[Your Name]

[Your Position]

[Company Name]