

[Your Company Letterhead]

Date: [Insert Date]

Customer Name: [Customer Name]

Order Number: [Order Number]

Dear [Customer Name],

Thank you for shopping with [Your Company Name]. We appreciate your business and strive to provide the best possible online shopping experience.

We are writing to address a discrepancy regarding the price charged for your recent online order ([Order Number]). Upon a thorough review, we have found that the price shown at checkout differed from our advertised price due to [briefly explain cause, e.g., "a technical error in our pricing system," or "a recent promotion not applying correctly at checkout"].

We sincerely apologize for any confusion or inconvenience this may have caused. To rectify this, we have:

- Refunded the price difference of [Insert Amount] to your original method of payment. (It may take 3-5 business days to reflect on your account.)
- Corrected the pricing issue on our website to prevent recurrence.
- Added a [discount code/gift card/other goodwill gesture, if applicable] as a token of our apology. (Please use code **[CODE]** on your next purchase.)

If you have any questions or need further assistance, our customer service team is here to help at [Customer Service Email/Phone Number].

Thank you for bringing this matter to our attention and for your understanding. We value your trust and look forward to serving you again.

Sincerely,

[Your Name]

[Your Position]

[Your Company Name]