

# Sample Letter for Delay in Product Delivery with Discount or Compensation

This document provides a **sample letter for delay in product delivery with discount or compensation**, designed to effectively communicate with customers about unexpected shipment delays. The letter acknowledges the inconvenience caused, offers a sincere apology, explains the reasons for the delay, and presents a gesture of goodwill such as a discount or compensation to maintain customer satisfaction and trust. This approach helps businesses uphold their reputation and foster positive customer relationships despite delivery setbacks.

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## Sample Letter

**Subject:** Apology for Product Delivery Delay & Special Offer

Dear [Customer Name],

We sincerely apologize for the delay in delivering your recent order, **[Order Number]**, placed on **[Order Date]**. Unfortunately, due to *[briefly state the reason, e.g., supply chain disruptions, high demand, etc.]*, your product's shipment has been delayed. We understand how important timely delivery is to you, and we are truly sorry for any inconvenience this may have caused.

We are doing everything possible to expedite your order, and we expect it to be delivered by **[New Estimated Delivery Date]**. We appreciate your patience and understanding during this time.

As a token of our appreciation for your patience, we would like to offer you **[describe the offer, e.g., a 10% discount, free shipping on your next order, a gift voucher, etc.]**. To redeem this, please use the code **[Discount Code]** during your next purchase, or contact our support team for assistance.

Your satisfaction is very important to us. If you have any further questions or need assistance, please do not hesitate to contact our customer service at [\[Customer Service Email\]](#) or call us at **[Customer Service Phone Number]**.

Thank you for your understanding and continued support.

Sincerely,  
[Your Name]  
[Your Position/Title]  
[Company Name]  
[Contact Information]