

Business Apology Letter for Poor Customer Service

A **business apology letter for poor customer service** is a formal communication aimed at acknowledging and addressing a customer's dissatisfaction due to inadequate service. This letter expresses regret, explains the cause of the issue, and outlines steps the company is taking to improve and ensure customer satisfaction.

Letter Template

[Your Company Letterhead]
[Date]
[Customer Name]
[Customer Address]
[City, State, ZIP Code]
Dear [Customer Name],
We sincerely apologize for the inconvenience and disappointment you experienced due to [briefly describe the poor service issue, e.g., the delay in responding to your inquiry]. At Upon review, the issue was caused by [briefly explain cause, e.g., an unanticipated staff shortage/technical malfunction/etc.]. Please know that we are taking immediate steps to resolve this matter. We deeply value your feedback and your patience as we work to resolve this matter. As a token of our apology, we would like to offer you [optional: compensation, e.g., a discount, free product, etc.]. Thank you for bringing this to our attention and for giving us the opportunity to improve. Should you have any further concerns, please feel free to contact me directly at [phone number].
Sincerely,
[Your Name]
[Your Position]
[Company Name]

Example Letter

ABC Solutions Inc.
123 Main Street
Anytown, State 12345
June 10, 2024
Ms. Jane Smith
456 Maple Avenue
Anytown, State 12345
Dear Ms. Smith,
We sincerely apologize for the inconvenience caused by the delay in responding to your recent inquiry. We understand your frustration and regret that our response time did not meet your expectations. The delay was due to an unexpected system outage that affected our customer support portal. Please be assured that we are upgrading our system and enhancing staff training to ensure such issues do not occur in the future. As a token of our apology, we would like to offer you a 20% discount on your next purchase with us. Thank you for your patience and continued support. If you have any further concerns, please contact me directly at (555) 123-4567 or support@abcsolutions.com.
Sincerely,
John Doe
Customer Service Manager
ABC Solutions Inc.