

[Company Letterhead]

[Date]

[Customer Name]

[Customer Address]

[City, State, ZIP Code]

Dear [Customer Name],

Subject: Apology & Resolution for Poor Quality Product

Thank you for bringing to our attention the concerns regarding the quality of the product you recently received from us. We sincerely regret any inconvenience or disappointment this may have caused you.

At [Company Name], customer satisfaction is our highest priority. Upon receiving your feedback, we promptly investigated the issue and have confirmed that the product did not meet our established quality standards. Please accept our sincerest apologies for this oversight.

To resolve this matter, we are taking the following actions:

- **Replacement:** We are dispatching a new [product name/model] to your address immediately, at no additional cost to you.
- **Return Procedure:** Our customer service team will contact you to provide a prepaid return label for the defective item, or advise on its disposal, as per your preference.
- **Quality Improvement:** We have reviewed the issue with our quality control department to prevent similar occurrences in the future.

We value your business and appreciate your patience as we work to resolve this matter. If you have any further questions or require additional assistance, please feel free to contact our customer service team at [phone number] or [email address].

Thank you for giving us the opportunity to make things right. We hope to serve you better in the future.

Sincerely,

[Your Name]

[Your Title/Position]

[Company Name]