

## Sample Apology Letter for Shipment of Wrong Product

[Your Name]  
[Your Position]  
[Company Name]  
[Company Address]  
[City, State, Zip Code]  
[Email Address]  
[Phone Number]  
[Date]

[Customer Name]  
[Customer Address]  
[City, State, Zip Code]

Dear [Customer Name],

We would like to extend our sincerest apologies for the inconvenience caused by our recent shipment. It has come to our attention that you received the wrong product instead of your original order. We understand how important it is to receive the correct items promptly, and we regret any disruption this has caused to your plans.

Please be assured that this was an isolated error. We are currently arranging for the immediate shipment of the correct product to your address at no additional cost. We kindly request you to use the prepaid return label included to send back the incorrect item at your earliest convenience.

Customer satisfaction is our top priority, and we are committed to ensuring this issue is resolved quickly. As a gesture of our apology, we would also like to offer you [discount/refund/store credit â€™ customize as appropriate].

If you have any questions or require further assistance, please do not hesitate to contact us at [customer service contact details]. Thank you for bringing this to our attention and for giving us the opportunity to make this right.

We appreciate your understanding and continued trust in [Company Name].

Sincerely,  
[Your Name]  
[Your Position]