# Customer Apology Letter

*This formal letter is intended to express apologies to a customer following an issue or negative experience with a product or service. Use this template to convey empathy, accountability, and possible steps for resolution.*

**To:** {customerName}

**Date:** {date}

Dear {customerName},

On behalf of all of us at **{companyName}**, I would like to offer our sincerest apologies for the inconvenience you have recently experienced with our service.

We understand that {issueDescription} has caused an unpleasant experience for you, and we truly regret that our service did not meet your expectations in this instance.

At **{companyName}**, we take pride in delivering high-quality experiences to our customers, and we are disappointed when we fall short. Please rest assured that we take your feedback seriously and have initiated the following steps to ensure this does not happen again:

{#actionItems}

* {actionDescription}

{/actionItems}

{#compensationOffered}

To make up for this inconvenience, we would like to offer you the following as a token of our goodwill:

{compensationDetails}

{/compensationOffered}

We truly appreciate your feedback and your patience. If you have any additional questions, concerns, or further suggestions, please don't hesitate to reach out to us directly at **{contactEmail}** or call us at **{contactPhone}**.

Thank you for giving us the opportunity to make things right. We hope to continue to serve you and restore your faith in our company.

Sincerely,

**{representativeName}**  
*{representativeTitle}*  
{companyName}