Professional customer apology email template

Subject: Sincere Apology Regarding Your Recent Purchase - Immediate Resolution

Dear [Customer Name],

I am writing to personally apologize for the unacceptable situation you encountered with our product that had passed its expiration date. As [Position] at [Company Name], I take full responsibility for this oversight in our quality control process.

We understand that receiving an expired product not only represents a failure on our part but also inconveniences you and potentially undermines your trust in our brand. This incident falls far below the standards we have set for ourselves and our customers deserve.

To immediately address this situation, we are:

- Providing a full refund for your purchase
- Sending you a replacement product with extended expiration date
- Including complimentary products as a gesture of goodwill
- Conducting a thorough investigation of our inventory management system

We have already implemented additional quality checks to prevent similar incidents. Our team is reviewing all products currently on shelves and reinforcing our first-in-first-out inventory protocols.

Your feedback is invaluable in helping us improve. We would appreciate the opportunity to discuss this matter further and ensure your complete satisfaction. Please contact me directly at [phone number] or [email address].

Thank you for bringing this to our attention and for giving us the chance to make this right.

Sincerely,

[Name]

[Position]

[Company Name]

[Contact Information]

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