

Retail overcharge apology email

Subject: Refund Processed - Our Apologies for the Error

Hi [Customer Name],

Thank you for bringing the pricing error to our attention regarding your purchase on [Date] at our [Store Location]. You are absolutely right that you were overcharged.

After reviewing your receipt and our pricing system, we confirmed that you were charged \$[Incorrect Amount] instead of the correct price of \$[Correct Amount]. This happened because [reason - sale price not updated/scanner error/promotional discount not applied].

We've processed an immediate refund of \$[Difference] to your original payment method. You should see this credit within 1-2 business days. We've also updated our systems to prevent this pricing error from affecting other customers.

As a token of our appreciation for your patience and for bringing this to our attention, we'd like to offer you a \$[Amount] store credit for your next visit.

We truly value your business and apologize for any frustration this may have caused. If you have any questions about your refund or anything else, please don't hesitate to reach out.

Thank you for shopping with us,

[Your Name]

[Store Manager]

[Store Name]

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