

Business Apology Email for Product/Service Error

Subject: Our Sincere Apologies - Order #[Number]

Dear [Customer's Name],

We are writing to sincerely apologize for the error with your recent order/service. We understand that you received [wrong item/damaged product/poor service], and this falls far short of the standards we set for ourselves.

This mistake occurred due to [brief explanation], but regardless of the cause, we should have done better. Your satisfaction is our priority, and we have clearly failed you in this instance.

Here's how we're making this right immediately:

- [Full refund/replacement/compensation]
- [Expedited shipping at no cost]
- [Additional discount/credit for future purchase]

We have also implemented measures to prevent this from happening again, including [specific improvements].

Your business means a great deal to us, and we hope to have the opportunity to restore your faith in our company. Please contact me directly at [email/phone] if you have any further concerns.

Warmest regards,

[Your Name]

[Title]

[Company Name]

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