

# Goodwill Letter

Subject: Request for Goodwill Consideration

Dear [Company Name],

I hope this letter finds you well. I am writing to express my sincere regret and to request your understanding and consideration regarding a recent issue involving [describe the issue briefly].

I have been a loyal customer of [Company Name] for [duration of your relationship with the company], and I have always been satisfied with the quality of your products/services. However, I recently encountered a situation that resulted in [specific problem or incident]. I understand that this situation was the result of my oversight, and I take full responsibility for my actions.

I want to assure you that this incident does not reflect my true character as a customer, and it was an unfortunate mistake on my part. I value the relationship I have built with [Company Name], and I deeply regret the inconvenience and disappointment caused to both parties.

I have taken immediate steps to rectify the situation and prevent any similar occurrences in the future. [Explain any actions you have taken to address the issue or prevent it from happening again.]

I kindly request your understanding and goodwill in this matter. As a longtime customer, I would greatly appreciate any consideration you can provide to resolve this issue in a favorable manner. [If applicable, mention any specific resolution you are seeking or any suggestions for a possible solution.]

I would like to emphasize my commitment to continuing my patronage of [Company Name], as I believe in the value and quality your company provides. I genuinely hope that you can see past this isolated incident and restore our positive customer-business relationship.

Thank you for taking the time to read my letter and for considering my request. I look forward to hearing from you and resolving this matter amicably.

Yours sincerely,

[Your Name]