

Service Recovery Apology Letter

Dear [Customer Name],

I am writing to personally apologize for the disappointing experience you had at [Restaurant Name] on [Date]. Your feedback regarding [Specific Issue] has been brought to my attention, and I want to address this matter immediately.

Please know that the service you received does not reflect our usual standards or values. We take great pride in providing exceptional hospitality to every guest, and we clearly fell short of your expectations and ours.

Here is what happened and what we are doing to prevent it from occurring again: [Specific explanation of the issue and corrective actions taken]. We have already implemented additional training for our staff and revised our procedures to ensure similar situations do not happen in the future.

As a gesture of our commitment to making this right, I would like to invite you and your party back for a complimentary meal. Additionally, we will ensure that your next visit exceeds your expectations by personally overseeing your service.

Your patronage means everything to us, and we value the time you took to share your concerns. Feedback like yours helps us improve and maintain the high standards our community deserves. Please call me directly at [Phone Number] to arrange your return visit. I look forward to the opportunity to restore your confidence in our restaurant.

Sincerely,

[Your Name]

[Title]

[Restaurant Name]

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