

[Your Name]  
[Your Position]  
[Your Company]  
[Company Address]  
[City, State, Zip Code]  
[Email Address]  
[Phone Number]  
[Date]

[Customer's Name]  
[Customer's Address]  
[City, State, Zip Code]

Dear [Customer's Name],

I hope this message finds you well. I am writing to address the recent experience you had with our customer service team on [specific date]. I want to sincerely apologize for the mistake that occurred during your interaction with us.

Due to [briefly explain the reason for the mistake, e.g., "a miscommunication" or "technical error"], we were unable to provide you with the service you rightfully expected. I understand how frustrating this can be, and I assure you that this is not reflective of the high standards we strive to uphold.

We have taken immediate steps to rectify the issue by [explain any actions taken to resolve the problem, e.g., "retraining staff," "updating our systems," etc.], ensuring that this does not happen again in the future. Your satisfaction is of utmost importance to us.

As a token of our apology, I would like to offer you [mention any compensation, discount, or gesture of goodwill], hoping to restore your confidence in our brand.

Thank you for your understanding and patience in this matter. If you have any further questions or concerns, please do not hesitate to reach out to me directly at [your email or phone number]. We value your feedback and appreciate the opportunity to improve.

Warm regards,

[Your Signature (if sending a hard copy)]  
[Your Printed Name]  
[Your Position]  
[Your Company]