



Sear Mr./Ms. _____

It is with great regret that I received your complaint regarding [some issue] and it surprises me that such an unfortunate incident has happened to one of our valued customers. I can't describe to you how sorry and shocked I am to know about this. [Company name] owes you its deepest apologies. We take pride in our customer satisfaction and these mistakes are not in line with our philosophy.

A lot of time has been invested to determine the root cause of this error and my team and I reached the conclusion that this was mainly the result of [state the cause of the error without going into much details.] Of course, none of this is your fault and we take full responsibility for this error. As a result and as a token of our acceptance to this mistake, we will [refund your money, give you one year of free subscription, give you 50% on your next purchase, etc...] We hope this is sufficient to solve the issue and clear any remaining inconvenience.

Also as part of our continuous strive for perfection, we are implementing a number of checks and measures to ensure mistakes like these do not occur again. You deserve the best and we will make sure that you will get it with us.

Thank you for raising this matter and giving us an opportunity to perform even better.

If you have any questions or doubts, please do not hesitate to contact us at any time.

Best Regards