

Empathetic Product Response

Subject: We're Sorry - Acknowledgement of Product Quality Issue

Dear Valued Customer,

We sincerely apologize for the disappointing experience you had with our [product name]. Your complaint regarding [specific quality issue] has been received and is being taken very seriously by our quality assurance team.

We understand how frustrating it must be to receive a product that doesn't meet your expectations, especially when you've chosen to trust our brand. This is not the standard we strive for, and we want to make this right for you.

Our quality control department is immediately reviewing your case along with our manufacturing processes to identify how this issue occurred and prevent similar problems in the future. Your feedback is invaluable in helping us improve our products and services.

As an immediate step, we would like to offer you a full replacement of the defective item at no cost, along with expedited shipping. Additionally, we are including a [compensation/gesture of goodwill] for the inconvenience caused.

Please reply to this email with your preferred shipping address, and we will process your replacement within 24 hours. We will also follow up with you after you receive the new product to ensure your complete satisfaction.

Thank you for giving us the opportunity to correct this situation. Your continued trust in our brand means everything to us.

With sincere apologies,

[Name]

Quality Assurance Manager

[Company Name]

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