

Customer Service Error - Heartfelt Apology

Subject: Our Sincere Apologies for Your Recent Experience

Dear [Customer Name],

I am personally reaching out to apologize for the poor service you experienced on [Date]. After reviewing your case, I understand that [describe what went wrong: you received incorrect information, your request was mishandled, you were treated unprofessionally, etc.].

This is not the level of service we strive to provide, and it certainly doesn't reflect our values or commitment to our customers. You deserved better, and we failed to meet your expectations.

I want you to know that I take full responsibility for what happened. We have taken the following steps to address this situation:

- [Specific action taken to remedy the situation]
- [Training or corrective measures for staff]
- [Any compensation or gesture of goodwill being offered]

Your feedback is invaluable to us, and incidents like this help us identify areas where we need to improve. We are committed to learning from this mistake and ensuring it doesn't happen again.

If there is anything more I can do to make this right, please don't hesitate to contact me directly at [direct phone/email]. I would welcome the opportunity to restore your confidence in our company.

Thank you for bringing this to our attention, and thank you for your patience as we work to improve.

With sincere apologies,

[Your Name]

[Your Title]

[Company Name]

Get more templates here: <https://www.lettersandtemplates.com/letters/error-letter>