

# Customer Apology Letter Framework

[Date]

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[Customer Name]

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[Customer Address]

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Dear \_\_\_\_\_,

## 1. Acknowledge the Issue

We sincerely apologize for \_\_\_\_\_.

## 2. Take Responsibility

We understand how this may have affected you, and we take full responsibility for \_\_\_\_\_.

## 3. Explain the Situation (Briefly, if appropriate)

The issue occurred due to \_\_\_\_\_.

## 4. Outline Steps Taken to Resolve

We have taken the following actions to resolve the problem: \_\_\_\_\_.

## 5. Provide Reassurance/Future Prevention

We are implementing measures to ensure this does not happen again, including \_\_\_\_\_.

## 6. Offer Compensation (if applicable)

As a gesture of goodwill, we would like to offer \_\_\_\_\_.

Once again, we are truly sorry for any inconvenience this has caused. If you have any further questions or concerns, please do not hesitate to contact us.

Sincerely,

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[Your Name]

[Your Title/Position]

[Company Name]

