

# Formal Customer Feedback Reply Template

Dear [Customer Name],

Thank you for taking the time to share your feedback with us regarding [briefly reference the subject of the feedback, e.g., "your recent purchase" or "your experience with our service"]. We sincerely appreciate your input as it helps us to continually improve our products and services.

We are sorry to hear about [acknowledge specific concern or praise, if applicable], and we understand how this may have affected your experience. Please rest assured that we are taking your feedback seriously and have forwarded it to the relevant team for further review.

If you have any additional comments or require further assistance, please do not hesitate to contact us at [contact information].

Thank you once again for reaching out to us.

We value your business and look forward to serving you in the future.

Sincerely,  
[Your Name]  
[Your Position]  
[Company Name]