

# Retail Service Recovery Proposal

Date: [Insert Date]

To: [Recipient's Name]

Company: [Recipient's Company]

Address: [Recipient's Address]

Dear [Recipient's Name],

We sincerely apologize for the recent experience you had while shopping at our store. We value your feedback and understand the importance of addressing your concerns promptly.

To demonstrate our commitment to customer satisfaction and to make amends, we would like to propose the following recovery plan:

## Proposed Recovery Steps

1. Offer a full refund on your recent purchase.
2. Provide you with a discount for your next visit.
3. Invite you to a special customer appreciation event.

We hope these steps will help restore your trust in our brand. Please feel free to reach out if you have any further suggestions or concerns.

Thank you for your understanding, and we look forward to welcoming you back soon.

Sincerely,

[Your Name]

[Your Position]

[Your Company]

[Your Contact Information]