

Apology Letter for Unsatisfactory Purchase

Dear [Customer's Name],

I hope this message finds you well. I am writing to sincerely apologize for your recent experience with our product, [Product Name]. It has come to our attention that it did not meet your expectations, and for that, we are truly sorry.

At [Company Name], we pride ourselves on delivering high-quality products and exceptional service. We regret that we fell short in this instance, and we appreciate your feedback, which helps us improve.

Please allow us the opportunity to make things right. We would be happy to offer you [refund/replacement/store credit] as a resolution. Additionally, if there is anything else we can do to improve your experience, please do not hesitate to reach out.

Thank you for your understanding and for giving us a chance to address this matter. We value your patronage and hope to regain your trust in our products.

Sincerely,

[Your Name]
[Your Position]
[Company Name]
[Contact Information]