Dear [Recipient's Name],

I hope this message finds you well. I am writing to request assistance regarding the exchange process for [specify item or service] that I recently purchased on [purchase date].

Unfortunately, I have encountered some difficulties with [briefly explain the issue]. I would greatly appreciate your guidance on how to proceed with the exchange.

Thank you for your attention to this matter. I look forward to your prompt response.

Sincerely,

[Your Name]

[Your Contact Information]