

Letter of Goodwill Gesture

Date: [Insert Date]

Dear [Customer's Name],

We hope this message finds you well. We are reaching out to express our sincerest apologies for the experience you had with our service on [insert date of incident]. It is always our aim to provide exceptional service, and we regret that we fell short in this instance.

To demonstrate our commitment to making things right, we would like to offer you [insert goodwill gesture, e.g., a refund, discount, or complimentary service]. We hope this will help to ease any inconvenience this may have caused.

Thank you for your understanding and for giving us the opportunity to resolve this issue. We truly value your business and hope to have the chance to serve you better in the future.

If you have any further concerns, please do not hesitate to reach out to us at [insert contact information].

Warm regards,

[Your Name]

[Your Position]

[Company Name]

[Contact Information]