

APOLOGY LETTER IN RESPONSE TO CUSTOMER COMPLAINT

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Introduction

This kind of apology letter is written when a customer complains regarding a product or material to the shop or departmental store. An apology letter is therefore given by the store to the customer on receiving the complaint from him or her. Mistakes keep happening from time to time and to rectify it we need to write apology letters.

Writing apology letters are always better than asking for apology via call or text message. So if you ever receive a complaint from your customer do not hesitate to write an apology letter.

Apology letter in response to customer complaint Tips

Here are some of the helpful tips to write an apology letter in response to customer complaint

- The subject should be clear
- Do not make spelling mistakes
- The letter should be grammatically correct
- Ask for an apology and promise to never commit the same mistake again
- Keep the language of the letter formal and at the same time polite
- Address the customer while writing the letter

Sample Apology letter in response to customer complaint

From,

Date: _____ (Date on Which Letter is Written)

To,

Subject: Apology letter in response to customer complaint

Dear Sir,

I the executive manger of XYZ store apologize on behalf of all the staffs to you for delivering expired food product two days back. I realized my mistake this morning after receiving your complaint letter and hence writing this apology letter to you. You had ordered for the product two days back and while delivering it, we somehow did not notice the expiry date of the product.

I know it is our mistake and its consumption would have caused you severe problems. We deeply apologize for our mistake and promise to never deliver expired food products in future. Also we suggest you to check the expiry date of the product before opening the seal. Once again we apologize to you and you can trust us as will see to it that such mistakes are not committed in the future.

Contact no :

Email id:

Thanking You

Yours truly,

Name and Signature

Apology letter in response to customer complaint Template

From,

Date: _____ (Date on Which Letter is Written)

To,

Subject: Apology letter in response to customer complaint

Dear _____(Sir or Madam),

I _____(What is your name and designation?) on behalf of my company _____
(What is the name of your company?) sincerely apologize to you. We have received a notice from you that you purchased an expired medicine made by our company. We hereby inform you that this was unintentional and the packet of expired medicine went along with the unexpired packets. I know that if you would have consumed the medicine the result could have been dangerous.

Therefore we always advise that please see the date of expiry before consuming any of the products. We are ready to pay the fine amount mentioned by you in your notice. However, we request you not to take the matter to consumer court. I hope you will accept our apology and kindly act in our favor. Hope to hear something positive from you.

Thanking You

Yours truly,

Name and Signature

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