

SINCERE BUSINESS APOLOGY LETTER

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Introduction

This type of apology letter is written by a business concern or organization to apologize for any unintentional mistake or misdeed that has happened because of their lapse. To maintain good relationship with clients and customers it is very important to apologize for any unintentional mistake. It will help in maintaining relationships with the clients in the industry.

Sincere Business Apology Letter Tips

The following tips will help you to write a sincere business apology letter:

- As it is an apology letter, the language used should be simple, clear and precise.
- The tone of the letter should be modest.

Sample Sincere Business Apology Letter

From:

James Smith,
Public Relations Officer,
Star Continental Hotel,
Mumbai

To

Bharat Shinde,
General Manager,
Infosys Ltd,
Hyderabad

25th September, 2013

Dear Sir,

We are very sorry for your uncomfortable stay at our hotel last week. Our hotel is well known for its hospitality and comfort. We have been in the industry for the past twenty five years and we rarely encounter unfavourable circumstances. Our staff members are trained to meet unexpected situations.

Last week due to power grid failure, there was severe scarcity for electricity. We were running on generators for a week and diesel also became scarce in the market because of power failure all over the city. We tried our level best to restore electricity and wanted our guests to feel comfortable. But due to unavoidable circumstances, we could not meet the requirements of our guests and you had to suffer for a couple of days without electricity.

It is the encouragement we receive from our guests that we get motivated to perform well. We value our guests and welcome suggestions to improve our services.

It is our constant endeavour to satisfy our guests. We really appreciate your cooperation during tough times.

We once again apologize for a lapse in our services

Looking forward to hear from you

Yours Sincerely,

James Smith

Sincere Business Apology Letter Template

To,

_____ (customer's name)

_____ (customer's address)

From:

_____ (Your name)

_____ (Your address)

Date _____ (date of writing letter)

Dear Mr. /Ms _____,

We sincerely apologize for a lapse in our services when you were(cite incident). This does not happen normally but since there was a(cite reason for lack in service). We feel very bad that you had to bear the inconvenience.

We really appreciate you for your cooperation during the time. Clients like you motivate us to perform and excel in the industry. We value your suggestions to improve our services.

We once again apologize for the inconvenience.

Looking forward to hear from you,

Yours Sincerely,

_____ (Your name)

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