Dear [Customer name],

We are so sorry for [insert mistake].

We always aim to offer the best customer service for our clients and we know we let you down. To resolve this issue, we're going to [insert solution].

We want to express how deeply sorry we are for the stress and frustration this must have caused you. To make it up to you, we'd like to offer you 15% off your next order with us. We hope you'll still consider using our products in the future.

If there's anything else we can do to help, just hit "reply" and let us know!

Sincerely,

[Name]

