Hi [customer name],

We are sincerely sorry for the inconvenience you experienced on [date here] when [mistake here]. While accidents do happen, it’s our job to own them by responding quickly and doing everything in our power to restore the trust we’ve lost in the process.

We spent some time investigating the cause of [mistake here]. In full transparency, here’s exactly what happened:

1. [cause #1]

2. [cause #2]

Our hope is to never inconvenience you, which is why we plan to improve [process #1] and [process #2] to ensure something like this never happens again.

If there are any questions you still have about the incident, please do not hesitate to reach out. We’d be happy to talk through them with you.

Thank you,

[your company/name]

