Hi [customer name],

We owe you an apology, and we’re sorry we messed up.

It was not our intention to [enter mistake here] and we take full responsibility for our actions and any inconvenience we have caused you.

After reviewing the situation, we found the cause to be [cause of mistake here]. Aware of this oversight, we are committed to ensuring you don’t have to deal with this again by [preventative measures here].

We value your business and hope to win back your trust. If you have any additional feedback or cause for concern, please do not hesitate to reach out.

Best,

[your company/name]

