To our valuable [company name] customers,

We're sorry. At [time] today, we experienced [description of issue], which affected [number] customers.

Here's what happened: [explanation of source of problem and status of resolution].

We know what it feels like to be waiting for a resolution to a problem, and we're sorry we put you in that situation. We are lucky to have you as [company] customers, and on [date], we failed to provide the experience you deserve.

To help make it better, we are doing a full analysis on this issue, the root cause, the impact, and how to prevent this from happening again. Thank you for your patience with us as we dig in and get back to helping you grow with [product].

Sincerely,

[executive or company name]

