Good morning, [first name],

It’s been brought to my attention that you recently had a negative interaction with an [company name] employee. [If appropriate, insert a brief summary of the situation].

I’m here to apologize. The employee’s actions, pure and simple, were unacceptable, and on behalf of the entire company, I’m sorry.

Following a review of the situation, we have decided to [action taken to reprimand the employee, if appropriate]. We made this decision because of [reason].

For you, this means that [explain implications for the customer, such as “you will be assigned a new account rep,” or “you won’t interact with this support agent again”].

We want you to know we respect and value you, so to make up for this, we’re [action taken to make amends, such as giving a gift or an account credit]. We know this doesn’t excuse or erase the situation, but we hope this reassures you that your respect and trust is our first priority.

If you ever want to discuss things further, we’re here for you. Do not hesitate to reach out to us and let us know how we can make things right.

Thank you,

