Dear [Name],

Please know that I deeply regret hearing about the negative interaction you had with our customer service representative. I can imagine how frustrating it is to [insert problem here]. There's no denying that we messed up this time; please accept our apologies.

Each member of our customer service team has been briefed on the proper procedures for dealing with customer complaints, including how to escalate issues beyond their immediate scope of responsibility. But we've learned from this and will be giving all of our customer service reps some extra instruction to make sure it never happens again.

Also, we're sending you a coupon for 20% off your next purchase as a gesture of our regret. Put this into your code: [CODE]

We appreciate your understanding as we investigate this matter. Please let me know if there is anything else I can assist you with.

Best,

([YOUR SIGNATURE HERE])