Hi [Customer],

I wanted to reach out to say thank you for passing along your feedback – and to apologize for falling short.

I sincerely appreciate you letting us know that [explanation of what went wrong]. This experience is in no way what we intended, and we missed the mark. Again, we’re really sorry.

To make this up to you, we’ll be [action(s) taken to make amends]. Should anything else arise, please reach out to me and I will personally see to it that it is taken care of.

All that said, I wanted to reiterate how thankful we are that you shared your concerns with us. When you give us this feedback, it helps us build a better [product/service/experience] for our customers, so thank you for helping us in our mission to always be better.

Don't hesitate to reach out if you have any more questions, comments, or concerns. We’re thankful that you took the time to share your concerns with us.

Thanks again,

