

Sample Apology Letter from Pampered Pets

[Company Name]
[Street Address]
[City, ST ZIP Code]
June 3, 2006

[Recipient Name]
[Street Address]
[City, ST ZIP Code]

Dear **[Recipient Name]**:

Again, I apologize for the unacceptable service you received when shopping at Pampered Pets. As I said during our recent conversation, I appreciate your willingness to share your experience with me. It is only through the feedback of customers like you, that we can detect problems and correct them.

I have spoken with the employee who was unfriendly and less than helpful when you asked about a possible rain check. Our staff is trained to always put the customer first. The employee should have stopped straightening and focused on your need. In fact, I have talked with all staff to make sure this situation does not repeat.

Also, I am enclosing a 20% off coupon for you to use on any item during a future visit to Pampered Pets.

I am truly sorry for your experience with our company, and I hope you will give us future opportunities to provide the level of service you expect and deserve. You and your pets are important to us! If I can do anything else to ensure your future satisfaction, please contact me at 555-234-5678 or myname@pampered-pets.net.

Sincerely,

[Your Name]
[Title]

Encl.



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