

Business Apology Letter Sample

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Business Apology Letter Sample: How to Write a Strong One

Highlights:

- **Business Apology Letter Sample**
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- **Tips for Writing a Business Apology Letter**
- **Business Apology Letter Sample**

Everyone makes mistakes. In the business world, losing a customer can be extremely costly. If you make a mistake, a business apology letter is crucial. Letters should generally be written from the perspective of the customer is always right. Business apology letters should be written in a way that encourages them to forgive the mistake. Take a look at the following tips, followed by a business apology letter sample.

Tips for Writing a Business Apology Letter:

- Pretend you' re the customer and imagine what he or she went through. This will ensure the right tone is set in the letter.
- Do not make excuses. Take full responsibility for the mistake.
- Share the steps that will be taken to make sure the same mistake is not made in the future.
- Offer the customer something (either in cash or in kind) to make up for this mistake and to accommodate what he or she experienced.
- Close the letter respectfully and mention you would like to continue to work with them.

Business Apology Letter Sample:

Addresser Name

Addresser Address

Addressee Name

Addressee Address

Dear _____,

It is with great concern and regret we received your **(letter, e-mail, phone call, etc.)** outlining the problem you had with our service. **(LIST THE PROBLEM AND DATE IT OCCURRED).**

First and foremost, on behalf of **(the company/person who made the mistake)**, I would like to personally apologize for your inconvenience. We accept full responsibility for the mistake and I assure you we are

taking the necessary steps to prevent it from happening in the future. Thank you for bringing this matter to our attention.

We value our customers and ask you to please feel free to continue to provide feedback about our services. If you have any further questions or would like to discuss this matter further, please feel free to contact me at my personal number **(provide number)**. We look forward to continuing serving you as a valued customer.

Thank you for your invaluable support,

Addressee name and signature

Keeping this business apology letter format in mind when writing a letter will help ensure you don't lose your customers. Always remember they should be treated as assets.

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