## Sample Customer Complaint Apology Letter

To,

Eric Watson

Customer

House Number 43, Main Backyard Street

Nottingham

UK

26th April 2014

**Subject:** Customer complaint apology letter

Dear customer,

We are writing this letter on behalf of Marine’s Enterprises Limited. After reading your complaint letter, we owe you our deepest apologies for the poor delivery of the services and infantile behaviour of the sales agent towards you. We have thoroughly reviewed your complaints and we have come to the conclusion that our system needs modifications and we are working hard to improve.

As you are our esteemed customer since 5 years, we have always aimed to ensure customer satisfaction and contentment. After analysing the issue, we have personally talked to the sales agent Mr. Jacob Mathew and are in a process of making changes in the staff department, to solve the bottom of the customer’s complaints. We would like to apologise from you for the delayed deliveries of the goods. This happened because of the recent office relocation but it is our mistake that we did not serve you with a prior notice. We are really sorry for such kind of insincere, unprofessional and immoral business conduct.

In the near future, we assure you that we would provide you with the best of our services, offers and courteous behaviour from the delivery agents. To make up for our mistakes, we are offering you with the discount of flat 30% on any goods and services that you wish to avail from our stores. We once again apologise from you and we hope to maintain good relationships in the near future.

Thanking you.

Sincerely,

Martin Joe

Customer Service Executive

Marine’s Enterprises Limited