

Apology letter to a customer

Dear Mr./Ms./Mrs. {Recipient's Name},

I want to extend my sincere apologies on behalf of {Your company name} for the poor customer experience that you had with {Name of the representative}, our customer service representative.

I was informed that our representative was unable to provide a satisfactory answer to your query and hung up the phone while transferring the call to a supervisor. I understand your frustration as you had to call again to connect to a supervisor.

At {Company name}, we ensure 100% customer satisfaction, and we are sorry for letting you down. I would like you to know that we provide training to all representatives on how to properly handle our customers' issues, including how to escalate problems that they are unable to assist with. We are going to take steps to ensure that such situations are taken care of in a better way.

We have decided to hold a mandatory review session weekly to make sure our representatives are aware of the proper procedure for transferring calls.

I really appreciate you brought this issue to our attention. Your feedback is valuable and will help us to improve our operations.

Should you need any assistance in the future, please do not hesitate to contact me directly.

Yours Sincerely,

{Your Name}