
Apology Letter to Customer For Defective Product

TechGurus Inc.

123 Innovation Drive
Tech City, TX 54321
support@techgurus.com
(555) 123-4567
July 11, 2024

Jane Doe

456 Customer Lane
User Town, TX 67890

Dear Jane Doe,

I hope this letter finds you well. I am writing to extend my sincerest apologies for the inconvenience you experienced with the defective product you received from us. We are truly sorry for any frustration this may have caused you.

At TechGurus Inc., we take pride in delivering high-quality products and exceptional customer service. It is clear that we did not meet these standards in your case, and for that, we are genuinely sorry. Please know that we take such matters very seriously and are taking immediate steps to ensure this does not happen again in the future.

To make amends, we would like to offer you the following:

1. **Replacement or Refund:** We will replace the defective product with a new one or issue a full refund, depending on your preference.

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2. **Discount on Next Purchase:** As a token of our appreciation for your understanding, we would like to offer you a 20% discount on your next purchase with us.

Please let us know which option you prefer, and we will process it as quickly as possible. If there are any other ways we can assist you or if you have any further concerns, do not hesitate to contact our customer service team at support@techgurus.com or (555) 123-4567.

We value your business and hope to have the opportunity to serve you better in the future. Thank you for your understanding and for giving us the chance to make this right.

Sincerely,

John Smith
Customer Service Manager
TechGurus Inc.