

General Letter of Apology

Every business receives complaints, some legitimate and some not. Right or wrong, the disgruntled customer needs to hear from you—therefore, a general non-committal letter of apology might soothe the malcontent, and give you time to look into the situation as a valid concern.

HMS, Inc.

1111 East Street - Hometown, USA

(111) 555-1111

[Date]

[AddresseeXX
XXXXXXXXXXXX
Theirtown, USA]

Dear:

Thank you for your recent letter, pointing out that it took three hours to respond to your inquiry about availability of the Nike Shark shoe. We can only improve and learn by responding to constructive critique such as yours.

I apologize if the time delay caused you any problems. In the meantime, I am looking into alternative ways to efficiently answer phone availability questions without giving out hasty, incorrect information to our customers.

Sincerely,

H.M. Smith
President, H.M.S., Inc.