Apology Email For a Software Malfunction

Hi Mr. Briggs,

I want to apologize for our extended downtime yesterday. As stated in our SLAs, our team guarantees 99% uptime every day, and it was one of the few cases we failed to uphold our standard. I realize we caused operational problems to you and I’m very sorry.

This was likely caused by a malfunction in our own servers, so we’re actively trying to minimize the possibility of this happening again.

In any case, we’ll do our best to make sure this doesn’t happen again. As an additional apology, you can use our add-on features for a month for free. Let me know if you’d like any help or more information.

Thank you for your patience. We’ll make sure we grow and learn from this.

Eva Jones

Director of Operations