Apology Email For Defective Product (B2C)

Hi Diana,

On behalf of our company, I want to apologize for sending you a defective item. Our team tries to implement effective quality control for our products, but we failed this time. I realize it was frustrating for you and I’m very sorry.

As a way to make amends, we’ll be reimbursing you for the full amount you paid, including delivery costs. If you’d still like to purchase the item from our site, let me know so I can place an order for you with a 20% discount.

Thank you for your patience and I apologize again.

Jade