Apology Email For Inadequate Service

Hi Ms. Short,

I want to apologize for not being able to solve your issue yesterday. Our team tries to offer high-quality customer service, but we failed this time. I realize it’s frustrating to wait for your order a whole month and then not get any help in tracking it. I’m very sorry.

This was likely caused by changes in the software we use to track orders. My team will work to better integrate and learn the new system. On that point, I was able to track your order after our call and you’ll have it in two days time.

We’ll do our best to ensure this doesn’t happen again. As an additional apology, we’re sending you a 20% discount for your next order. You can use this code: DFGRVHR49678

Thank you for your patience. Let me know if I can help in any way.

Kyle