Hi [Customer name],

I want to apologize for [briefly state mistake]. Our team tries to offer the best service, but we failed this time. I realize we caused [generic issues that impacted customers] and I’m very sorry.

This was likely caused by [add brief explanation], but, regardless, we should have handled this better.

We’re all aware of what happened and will take extra care in future. As an additional apology, anyone who was affected by this will be able to [explain offering].

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

[Your name]