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 [state briefly the impact your mistake had on the customer] 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, we’re sending you [offering]. While we know it can’t exactly make up for the inconvenience we caused, we hope it’ll go some way towards making amends.

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

[Your name]