

Apology Email to Customer for Bad Experience

Subject: Sincerest Apologies

Dear Mr. / Mrs. [Last Name of the Customer],

Being our customer, your satisfaction is our first and foremost priority. However, we came to know that you are not completely satisfied with your latest purchase of [mention Product Name] from our company. For this, we are extremely sorry and would like to request you to accept our sincerest apologies.

Our company has always tried its best to make and design products that are in line with our customer's needs and satisfaction. In order to turn your bad experience into a pleasant one, we would like to offer you a full refund or replace the product with a more suitable one for half of the product's original price.

Whatever option is better for you, just let me know by replying to this email. Again, accept our sincerest apologies. I hope you will remain our loyal customer for the years to come. Thanks a lot!

Sincerely,

[Sender Name]

[Sender Designation]