

Customer Service Apology Letter

Dear [INSERT CUSTOMER NAME],

On behalf of [INSERT COMPANY NAME], I want to extend my sincerest apologies for the negative experience that you had with our customer service agent, [INSERT CUSTOMER SERVICE AGENT NAME].

I realize that [INSERT CUSTOMER SERVICE AGENT NAME] was unhelpful in solving your issue, and that when you asked to speak with a manager, [HE/SHE/THEY] hung up the phone instead of transferring your call. I understand your frustration at having not been properly directed to an on-duty supervisor, and your even greater frustration at having to wait on hold again, only for the call to drop almost half an hour later.

At [INSERT COMPANY NAME], we pride ourselves on giving our 100% every day to ensure that our customers' needs are being met. I know that we have let you down, and for that we are very sorry.

We do our best to train each of our representatives on how to properly handle our customers' issues, including how to escalate problems that they are unable to assist with. Your concern was not handled properly, and we are going to take steps to ensure that this situation does not repeat itself.

As of this Friday, we are going to require our customer service representatives to ask for a call-back number at the onset of each conversation in case the call drops. We will also be holding a mandatory review session to make sure our representatives are aware of the proper procedure for transferring calls.

I want to thank you for bringing this issue to our attention. We are always looking for ways to better our service, and your feedback is an invaluable part of that process.

Should you need help in the future, please do not hesitate to contact me directly, as I will be very happy to assist you personally with anything you need.

Sincerely,

[NAME OF CUSTOMER SERVICE MANAGER]

Customer Service Manager ^

[COMPANY PHONE NUMBER]

[CUSTOMER SERVICE MANAGER EMAIL ADDRESS]

