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Dear [Customer Name],

On behalf of [Company Name], I'd like to apologize to you for your poor experience with our customer support team earlier this week.

I understand you had called our helpline with a query about your billing cycle. But instead of helping to address your issue, our executive placed your call on hold for over 30 minutes, after which the call was disconnected.

At [Company Name], we care about our customers. It's important to us that when you interact with our company, you get the support you need in a timely and effective manner. However, I realize that in this latest interaction, we let you down. This was a failure on our part. I'm extremely sorry for the time and effort you had to expend to get your questions answered, as well as the frustration this must have caused you.

In order to make up for this experience, we're giving you a free [service/product/coupon]. We've gone ahead and applied this to your account, with no further action required from you.

To prevent such incidents from reoccurring, we're scaling up our customer service team. We're also implementing a callback system so that our customers no longer have to be placed on hold for long durations.

We regret this incident deeply, and we're committed to doing better going forward. Please reach out to me in case you have any other questions or concerns.

Sincerely,

[Employee Name]

[Designation]