

Dear [Customer Name],

I'd like to apologize to you for our content team missing a few of the article submissions that were due at the end of this past week.

At [Company Name], we take our commitments seriously. I know that we had committed to a certain set of articles being ready by the end of the week. Our writers were working hard to get these ready in time.

However, mid-week, three of our writers came down with the flu. Even though we had allocated two other writers as backup, we simply weren't able to get them onboarded with enough time left to complete the required assignments.

As the team lead, I take full responsibility for this lack of foresight. I'm extremely sorry for our team failing to uphold the commitment we had made to you. I'm aware that you need to launch your website by the end of August, and the delay we've caused could potentially impact those timelines as well.

To make up for this, going forward, our team will pick up two extra articles each week, so that we're still able to meet our long term goals. We're also expanding our team and training more writers on a rotating basis for greater redundancy in case of any unexpected challenges in the future.

We hope this helps reassure you that we're fully aligned with your company's goals, and ready to effectively meet your content needs in the future.

Sincerely,

[Employee Name]

[Designation]