**Apology Letter Bad Service Sample:**

(insert customer address)

(insert date)

Dear (insert name),

It is with great concern that we received your complaint letter on (state date) about the bad quality of the service you experienced at our restaurant/hotel/retail shop in (give location). Please accept our sincere apologies for the problems you went through in regards to (give details).

We at (company name) pride ourselves in keeping our customers satisfied and in this case, unfortunately, we have failed to do so. We have spoken to our employee/store manager/chef to put a plan in place to ensure this does not happen again and decided that the main cause of the problem was (give details).

We deeply value your loyalty as one of our customers and have decided to award you compensation of a gift voucher for the next time you come and visit us. If you have any further questions or comments then please feel free to discuss them with us.

Yours in service,

(signature)

(full name)

(job title)

(contact details)