

Writing Letters

Letter of Apology

When replying to a complaint always:

- Show sympathy
- Apologize
- Give an explanation
- Promise action

USEFUL PHRASES

- Please find enclosed
- We were very sorry to hear
- We apologize for any inconvenience
- Unfortunately
- We would like to offer you
- Please accept our sincere apologies for any inconvenience experienced
- We will not make feeble excuses for the lapses you encountered and can only apologize for the inconvenience suffered.
Once again, many thanks for your comments and please accept our sincere apologies for any inconvenience caused and we can assure you that you will notice a marked improvement in our performance on your return visit.
- We have relayed your experience regarding the lack of to our
- We were most surprised to read that you felt unhappy with
- We apologize and regret the discomfort experienced from the

Example letter.

Date:

Dear Mrs/Mr

It was with much regret we heard of your disappointment during your recent stay with us.

We always try to make our guests feel welcome and to provide a quality service at all times and we sincerely apologize that we fell short of the mark on this occasion.

Your comments have been discussed in detail and please accept our sincere apologies for any inconvenience caused and we can assure you that you will notice a marked improvement in our performance on your return visit.

We look forward to welcoming you back in the near future.

Kind Regards

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