**

Subject: We failed and we want to do something about that…  
  
  
  
Dear \_\_\_\_,  
  
  
It has been a while since we heard from you.

We value your business and want to make sure we provided you with [the number one benefit you can offer] as well as a positive customer service experience. We would like to apologize if we haven’t provided either in the past to your satisfaction. We are committed to improvement and have since [list changes made since last order].

I would have attached additional information related to [improvement] for your reference. Or I would like to offer you [offer] in return for giving us a second chance.

Please [specific call to action that relates to your offer, improved product or service, or request for follow-up phone call or appointment]  
  
  
  
Sincerely,  
  
  
[Name]