## **Second Chance Follow-up Email Template**

*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]*