

Whimsical Stationery Store
123 Circle Drive
Raleigh, NC 27601

December 30, 2012

Ms. Lauren Cross
87 Pine Needle Drive
Chapel Hill, NC 27514

Dear Ms. Cross,

It is with great sadness that we respond to the recent holiday shipping error by the Raleigh Whimsical Stationery Store. It is always our intent to provide you with only the best service, and during this holiday season, we failed to do so. We extend our most sincere apologies for not being able to fulfill your Christmas card order as promised. The quantity of orders took our small store by surprise, and as a result, the quality of service was compromised. This is entirely our fault, and we accept full responsibility for the belated nature of cards sent through the Raleigh location.

As Founder and CEO, it is my goal to contact every customer who was affected by the error and extend the following offer:

We would like to invite you to give us a second chance to make things right, free of charge. If you would be willing to allow the Raleigh Whimsical Stationery Store to send your next bulk card order, we would like to do so at no cost to you in an effort to express our apologies and demonstrate our ability to do the job right.

Please accept our sincerest regrets for failing to meet your expectations this holiday season. We hope you will accept our offer and find that we have learned from this experience and are ready to provide even better service for you in the future.

Sincerely,

Donna Deacon
Founder and CEO, Whimsical Stationery Store