

[Your Name]  
[Street Address]  
[City, ST ZIP Code]  
March 6, 2014

[Recipient Name]  
[Title]  
[Company Name]  
[Street Address]  
[City, ST ZIP Code]

Dear [Recipient Name]:

Six 48-inch Fabrikam, Inc. fans are on their way to you. I know because I saw them loaded on the truck.

By this time you must think we take special delight in mixing up your orders—two careless errors in a row. It's embarrassing to inconvenience any customer, but unforgivable when that customer is as highly valued as you.

Red-faced and contrite, I ask your forgiveness and offer you my personal assurance of better service in the future.

Thank you for your patience, and best personal regards.

Sincerely,

[Your Name]  
[Title]

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