A Model Outline to Write a Business Apology
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Sometimes things will not go right in the workplace. You may fail to meet deadlines or expectations. You may have a misunderstanding with a colleague, or you may tick off your boss. You may have to deal with unhappy clients or with customers who are angry at some glitch in service.

An apology is a way to put things right.

A sincere, well-written apology shows that you are ready to take responsibility for your actions.

Do you know how to write a business apology?
This is a model outline for writing a business apology. It keeps things brief and to the point while striking a sincere tone.

INTRODUCTION

Dear David,

Thank you for contacting the customer service of Queens Swim Academy. We are very sorry that you were billed twice for your daughter’s swim lessons in August. We apologize for the inconvenience it may have caused you.

The mistake was at our end. According to our technical team, the error was due to a computer glitch in our automated billing system. We have refunded you the full amount of the duplicate charge, in the amount of $109.99 plus tax. Please allow 1-3 business days for the amount to appear back on your credit card. We would like to assure you that we are making new updates to our billing system to prevent this from happening in the future.

Again, we are sorry for our mistake. We would like to take this opportunity to say that we appreciate your business. If you have any other concerns, please don’t hesitate to contact us.

Sincerely,

Kavita Patel  
Customer Service Representative

acknowledges the mistake right away and apologizes for it

offers an explanation for the mistake

makes it up to the reader

assures that controls are being put in place to prevent it from happening again

repeats the apology

builds goodwill by letting the reader know that the swim academy values the relationship

CONCLUSION
In this mini lesson, you worked with your coach to understand a model outline to write a business apology.

### Let’s Review

A business apology should be brief and to the point, while striking a sincere tone.

**INTRODUCTION:**
Acknowledge the mistake right away and apologize for it.

**BODY:**
Offer an explanation for why the mistake happened; if you are able, assure the reader that controls have been put in place to prevent it from happening again.

**CONCLUSION:**
Repeat the apology, and build goodwill by letting the reader know you value the relationship.

### Let’s Practice

Imagine you work in ____________. Use the model outline to write a business apology to a _____________ for ________________. Make sure you **acknowledge your mistake right away and apologize sincerely** for it; **offer an explanation** for why the mistake happened, and **assure that controls are in place** to prevent it from happening again; end by **repeating the apology** and **building goodwill** by stating how much you value the relationship.