

# Your Apology Template:

## Craft Your Mea Culpa

Supply chain delays, rising inflation, and staffing shortages are all beyond your control. But customers still get frustrated by service failures that result from these issues—and you've got to apologize to preserve goodwill. Once an apology is warranted, is it too late to save the customer relationship?

Not at all. In fact, a well-delivered apology that includes the right research-backed elements, delivered in the right order, can be a profound, positive experience for you and your customer. Use this template to craft your apology message and let the relationship recovery begin.

**1. Offer of repair:** Describe how you're going to fix the problem and work toward rebuilding trust with your customer.

**2. Acknowledgement of responsibility:** Demonstrate you understand your part in the service failure.

**3. Declaration of repentance:** Promise to not repeat the problem.

**4. Explanation of the problem:** Explain the reasons for the failure.

**5. Expression of regret:** Express how sorry you are for the problem.

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If you found this checklist useful, imagine how much better your interactions with buyers could be if you had access to research-backed insights and practical guidelines like this on a regular basis.

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