

**PROMPT WO-003**

Write a Professional Apology Email

Purpose

Use this prompt to create a sincere, professional apology email when a mistake has occurred. Whether it's a delayed order, incorrect information, missed deadline, or service issue, this prompt helps you acknowledge the problem, apologise appropriately, and rebuild trust.

DIFFICULTY
 **Beginner**

TIME SAVED
 **15–20 min**

BEST FOR
Customer Service

Best AI Tools

- ChatGPT
- Claude
- Microsoft Copilot
- Google Gemini

Copy & Paste Prompt

You are an experienced business communication specialist.

Write a professional apology email using the information below.

Recipient:

[Insert recipient name]

Reason for the apology:

[Insert reason]

What happened:

[Insert details]

What has been done to resolve the issue:

[Insert actions taken]

Next steps:



[Insert next steps]

Tone:

Professional, sincere, empathetic and reassuring.

Please:

- Write a clear subject line.
- Begin with a professional greeting.
- Acknowledge the mistake.
- Offer a genuine apology without sounding defensive.
- Clearly explain the actions taken to resolve the issue.
- Reassure the recipient that steps have been taken to prevent it happening again where appropriate.
- End positively with an invitation to get in touch if they require any further assistance.
- Finish with a professional closing.

Return only the completed email.



Example

INPUT

Recipient: James Smith

Reason for the apology: Missed delivery deadline.

What happened: An unexpected courier delay meant the order wasn't delivered on the promised date.

Actions Taken: The order has been upgraded to next-day delivery.

Next Steps: Tracking details have been sent to the customer.

Tone: Professional and sincere.

EXPECTED OUTPUT

Subject: Our Sincere Apologies for the Delivery Delay

Dear James,

Please accept our sincere apologies for the delay in delivering your recent order.

Unfortunately, an unexpected courier issue prevented us from meeting the original delivery date. We understand how frustrating this may have been and are genuinely sorry for the inconvenience caused.



To resolve the issue, we have upgraded your shipment to next-day delivery at no additional cost, and your tracking information has already been sent.

We appreciate your patience and understanding, and we are reviewing our processes to help reduce the likelihood of similar delays in the future.

If you have any questions or require further assistance, please don't hesitate to contact us.

Kind regards,
[Your Name]

 **Builder's Tip:** *A good apology focuses on the customer's experience, not your explanation. Keep the apology genuine, explain the resolution clearly, and finish with reassurance.*

Related Prompts

- WO-001 – Write a Professional Email
- WO-002 – Reply to a Customer Complaint
- WO-004 – Write a Follow-Up Email
- WO-007 – Resolve a Customer Issue

Tags

APOLOGY

EMAIL

CUSTOMER
SERVICE

COMMUNICATION

PROFESSIONAL