Date

To

Recipient Name

Street Address, City, ST ZIP Code

Hello [Prospect name],

This is in response to your complaint regarding the delay in the delivery of your ordered goods. On behalf of ABC Manufacturers, I apologize sincerely for the inconvenience.

Your order was placed online on the 22nd of March. However, due to heavy traffic on the website during the ongoing sale, our servers slowed down. As a result, we were not intimated about your order on time. You are requested to allow us to extend the delivery deadline. You will receive your order within two weeks.

ABC has been serving its clients for the past 15 years. We have built a strong business relationship with a large number of loyal clients as we work hard to deliver the best service. We are extremely sorry for your bad experience. However, rest assured that you will be satisfied with the quality of the goods. We hope to serve you in the future as well.

Thank you for your patience and cooperation.

Regards,  
[Your Name]