**A close-up of a logo

Description automatically generated11 Ways to Offer a Customer Service Goodwill Gesture**

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| # | Statement Example |
| 1 | "Thank you for your patience with the billing error. To resolve this, I’d like to offer you a [credit on your account/a refund]." |
| 2 | "I appreciate your understanding regarding the confusion with your order. As a gesture of goodwill, please accept [a discount on your next purchase/a free product]." |
| 3 | "It’s important to us that you have a positive experience. To make things right, I’d like to offer you [a complimentary service/a discount]." |
| 4 | "Thank you for your patience while we sorted out the delay in your order. As a token of appreciation, I’d like to provide you with [free shipping on your next order/a discount]." |
| 5 | "Your loyalty means a lot to us. To show my gratitude, I’d like to offer you [a special discount/free gift] for any confusion with your account." |
| 6 | "Thank you for bringing the issues to my attention. To express my appreciation, I’d like to offer you [a complimentary upgrade/a discount on your next service]." |
| 7 | "I understand your recent experience didn’t meet your expectations. To make it up to you, I’d like to provide [a free service/a discount]." |
| 8 | "Your feedback is valuable to us. As a gesture of goodwill, I’d like to provide you with [a complimentary upgrade/a discount] to enhance your experience." |
| 9 | "I appreciate your understanding during the delays with our response. To help make up for it, I’d like to offer you [a discount/free product] as a gesture of goodwill." |
| 10 | "Thank you for your continued support. As a way to make things right, I’d like to offer you [a free month of service/a discount on your next order]." |
| 11 | "I’m grateful for your understanding regarding the recent mix-up. As a token of goodwill, I’d like to offer you [a replacement/a discount on your next order]." |