

Oopsy, we made a goof. No worries though, it is being fixed as we speak.

A quirky example of an oopsy email, never forget that customer communication extends beyond your website and advertisements.

From: management@thehappybeeteam.com

To: asmith210@geemail.com

Subject: Oopsy, we made a goof.

09/04/2018

Hey Angie!

We hope all is well and wonderful in your life. We are sending a shout out because we like to be completely transparent with our customers. That is why we are writing to let you know we made a goof.

Your latest order had a slight delay and should arrive on time, but just to be clear, it could also be 1-2 days behind schedule. We are entirely to blame for this mistake and are working very hard to ensure that it won't happen again. We very much appreciate your understanding of this small delivery mix-up.

In the meantime, we are crossing all our fingers and toes in hopes that it reaches you on time. In the unfortunate case that this delay may be life-threatening or (even worse) cause marital strife, please [contact us](#) immediately. We have our busy bees working around the clock making sure we make your needs our top priority.

Thank you for your patience. We promise the process will flow as smooth as honey from this point forward.

Sincerely,  
The Happy Bee Team