

# Playbook: Techniques to Prevent Churn

### **Initiating Meaningful Connections with Merchants**

Our strategy begins with a soft touch – a courteous phone call or email – a pivotal step in understanding your merchants' needs.

This initial outreach isn't just about communication; it's about crafting connections. We're aiming to gauge their satisfaction, unearth any concerns, and pave the way for a seamless partnership. By proactively engaging, we're poised to gather insights that drive the right actions, nurturing relationships that endure and thrive.

Below are some templates to help you craft that initial message for customers that have been identified at risk of churning.

### **Email and Phone Outreach:**



Version 1



Version 2



Version 3



**Version 4** 



## Subject: We Value Your Feedback at [Your Company's Name]

Dear [Customer's Name],

I hope this message finds you well. At [Your Company's Name], your satisfaction is our priority. We're checking in to ensure that our services are meeting your expectations, and everything is running smoothly.

We value your feedback on our payment solutions and would appreciate any insights you might have. Your input is crucial in helping us improve and provide the best service possible.

If you have any questions or need further assistance, please don't hesitate to contact our support team at [customer support email/phone number].

Thank you for being a part of the [Your Company's Name] family. We look forward to continuing to serve you.

Best regards,

[Your Name]
[Your Position]
[Your Company's Name]
[Contact Information]





### **Customer Service Representative:**

Hello [Customer's Name], this is [Your Name] calling from [Your Company's Name]. I hope you're having a good day! We wanted to check in with you to ensure that you are completely satisfied with our services and that everything is running smoothly for you.

### **Customer Service Representative:**

That's great to hear! We're always striving to enhance our services and your feedback is invaluable in this process. Could you share any insights or comments on our payment solutions? Anything that's working well or areas where you think we could improve?

### **Customer Service Representative:**

Thank you for sharing that feedback. Please remember, if you ever have any questions or need further assistance, don't hesitate to reach out. You can contact our support team directly at [customer support email/phone number].

We're here to ensure you get the best possible service. Thank you for being such a valued part of the [Your Company's Name] family. We truly appreciate your business and look forward to continuing to serve you.

### **Customer Service Representative:**

Thank you again, [Customer's Name], for your time and feedback today. Have a wonderful day!



### Subject: We Value Your Feedback at [Your Company's Name]

Dear [Customer's Name],

I hope this message finds you well. We recently checked in regarding your experience with [Your Company's Name] and have not yet heard back from you.

Your satisfaction is crucial to us, and we'd greatly appreciate any feedback you have on our payment solutions. If there's anything we can do to improve your experience or if you have any concerns, please let us know.

For any queries or further assistance, feel free to reply to this email or contact our customer support at [customer support email/phone number]. We're committed to providing exceptional service and support to ensure your success.

Thank you for choosing [Your Company's Name]. We look forward to your response.

Best regards,

[Your Name]
[Your Position]
[Your Company's Name]
[Contact Information]





### **Customer Service Representative:**

Hello [Customer's Name], this is [Your Name] from [Your Company's Name]. I hope this call finds you well. We recently reached out via email to check in on your experience with our services and we haven't heard back yet.

### **Customer Service Representative:**

Thank you for taking the time to speak with me. Your satisfaction is extremely important to us and we value any feedback you can provide about our payment solutions. Is there anything in particular that you feel we could improve on, or any concerns you'd like to discuss?

### **Customer Service Representative:**

Thank you for sharing that with us. Please remember, if you have any more questions or need further assistance, you can always reach our customer support team at [customer support email/phone number]. We're here to ensure that you have an exceptional experience with our services.

Thank you for choosing [Your Company's Name], and we look forward to continuing to serve you.

### **Customer Service Representative:**

Great, thank you again, [Customer's Name], for your time and feedback today. We really appreciate it. Have a wonderful day!



### Subject: We Value Your Feedback - [Your Company's Name]

Dear [Customer's Name],

I hope this message finds you well. We're reaching out to check on your experience with [Your Company's Name]. Your feedback is crucial to us as it helps us refine our services and ensure your satisfaction.

If there are any improvements you'd like to suggest or any concerns you have, please let us know. We're dedicated to making your experience outstanding.

Feel free to reply to this email or contact our customer support at [customer support email/phone number]. We look forward to hearing from you.

Thank you for being with [Your Company's Name]. We cherish your partnership and are eager to continue serving you.

Best regards,

[Your Name]
Retention Manager
[Your Company's Name]
[Contact Information]





### **Customer Service Representative:**

Hello, [Customer's Name]. This is [Your Name], the Retention Manager at [Your Company's Name]. I hope I'm catching you at a good time. How are you today?

### **Customer Service Representative:**

Great to hear! I'm reaching out to check on your recent experiences with our services at [Your Company's Name]. We highly value your feedback as it is crucial for us to continuously improve and ensure your satisfaction.

### **Customer Service Representative:**

Thank you for sharing that. If there are any specific improvements you'd like to see, or if there's anything that hasn't met your expectations, I would love to hear about it. Your insights are incredibly important to us.

### **Customer Service Representative:**

I appreciate your feedback. Please remember, if you ever have any more thoughts to share or need assistance in the future, don't hesitate to contact our customer support directly at [customer support email/phone number]. We're here to help and ensure your experience is nothing short of excellent.

### **Customer Service Representative:**

Thank you once again for your time and for choosing [Your Company's Name]. We truly value your partnership and look forward to continuing to serve you. Have a wonderful day, [Customer's Name].



Subject: We Value Your Feedback - Please Share Your Thoughts				
Dear [Merchant's Name],				
Thank you for partnering with [Your Company's Name]. We're committed to your satisfaction and continually improving our services. Please help us by completing a short customer satisfaction survey. Rate Your Satisfaction:				
Ease of Use: How user-frier	ndly are our se	ervices?		
<b>□</b> 1	, ,	□3	□ 4	□ 5
Extremely Un-Satisfied		Satisfied		Extremely Satisfied
Effectiveness: Do our services meet your needs?				
□1	□ 2	□ 3	<b>□</b> 4	□ 5
Extremely Un-Satisfied		Satisfied		Extremely Satisfied
Communication: Are you satisfied with our support?				
<b>□</b> 1	□ 2	□ 3	□ 4	□ 5
Extremely Un-Satisfied		Satisfied		Extremely Satisfied
Overall Experience: How satisfied are you overall?				
<b>□</b> 1	□ 2	□ 3	□ 4	□ 5
Extremely Un-Satisfied		Satisfied		Extremely Satisfied
Do you have any comments or suggestions for us?				
Thank you for your time and feedback. We are here to support you every step of the way.				
Best regards,				
[Your Name]				
[Your Position]				
[Your Company's Name]				
[Contact Information]				





### **Customer Service Representative:**

Hello [Merchant's Name], this is [Your Name] from [Your Company's Name]. How are you today?

I'm glad to hear that! We're reaching out to our valued partners like yourself because your satisfaction is our priority. We would greatly appreciate it if you could spare a few moments to provide some feedback on your experience with our services. Your insights are incredibly valuable to us. May I ask you a few quick questions?

Thank you! First, on a scale from 1 to 5, where 1 is very dissatisfied and 5 is extremely satisfied, how would you rate the user-friendliness of our services?

Thank you for that. Next, how well do our services meet your needs? Again, 1 is very dissatisfied and 5 is extremely satisfied.

Got it. And how about our communication and support? How satisfied are you with the assistance you've received from us?

Thanks for sharing that. Overall, considering your entire experience with us, how satisfied are you with [Your Company's Name]?

Thank you for your responses. Do you have any additional comments or suggestions that might help us improve our service?

We truly appreciate your insights and will take them into consideration as we continue to enhance our services. Your responses will remain confidential and are vital to our commitment to continuously improving.

Thank you again for your time and your ongoing partnership with [Your Company's Name]. We're here to support you every step of the way. If there's anything else you need or further assistance you require, please don't hesitate to reach out.

Have a wonderful day, [Merchant's Name]!

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