Augurfield

The Quiet Customer Win-back Kit

How to notice a regular going quiet, and five check-ins that bring them back without sounding needy.

> A regular who goes quiet rarely says so. The gaps stretch, the replies get shorter, then they stop. The earlier you notice, the easier the conversation.

Know each regular's rhythm

Note how often each regular orders, books or sends a brief. **Quiet means one and a half times their usual gap.** Books every six weeks? Check in at nine. Orders every four weeks? Check in at six.

Five signs before they go quiet

- The gap between orders is getting longer.
- The orders are getting smaller.
- Their replies are slower, or shorter.
- A new name appears on the thread, or your contact has changed.
- Their last message was a complaint, and the reply was thin.

Five check-ins

Past their usual gap

Subject: Checking in

Hi [Name], it's been a while since your last [order/brief]. Anything coming up we should plan for?

Past their usual reorder date

Subject: Your usual order

Hi [Name], you usually reorder around now. Shall I get the usual [items] ready for [day]?

You have something new

Subject: Thought of you first

Hi [Name], we've just started [new thing]. Given your last [order/project], you were the first person I thought of. Worth a quick look?

The last one went badly

Subject: About your last [order/project]

Hi [Name], I've been thinking about [issue] on your last [order/project]. We've since [what changed]. I'd like the chance to get the next one right.

Your contact has changed

Subject: Picking up from [old contact]

Hi [Name], I understand you've taken over from [old contact]. I looked after [what] for [company]. Happy to bring you up to speed whenever suits.

What not to say

- **“Just checking in to see if you need anything.”** It asks nothing they can answer.
- **“We haven’t heard from you in a while.”** It reads as blame.
- **A discount in the first message.** It teaches them to wait for one.
- **A long catch-up paragraph.** Two sentences, one question.
- **Three check-ins in a week.** One, then wait.

If they don’t reply

1. **Two weeks later:** one more note, with something new: a date, a product, a change.
2. **Then 60 days.** A reminder, and one check-in.
3. **If they say they’ve moved on:** thank them, and ask one question: what would have kept them?

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Augurfield notices every customer's usual rhythm and tells you who's gone quiet, with the check-in already written. You press send.

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