# Checklist for Preventing Failed Payments

*This is an extra resource to go along with the original article:*
[*Why Passive Churn Is the Silent Killer*](#)

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*Follow this checklist to prevent payment failure from happening to you.*

- ❏ Send out an email notification before payment fails (in the case of a soon-to-expire credit card).
- ❏ Automatically retry processing the payment over the next few days.
- ❏ Send an email to the customer that the payment failed.
- ❏ Send an SMS message as a follow-up.
- ❏ Include a link in your message for the customer to quickly update payment information without logging in.
- ❏ Send an in-app notification about a failed payment.