

Dunning Email Best Practices to Follow

*This is an extra resource to go along with the original article:
[Failed Payments? Do These 9 Things Immediately to Recover Payment](#)*

Follow these best practices when sending out failed payment emails.

Send it at the right time. The best time to send is before your payment fails (for cards that are expiring soon). The next best time is immediately after the payment fails. You want to communicate a sense of urgency and helpfulness.

Send it from the right email address. Don't send from an unmanned email address (i.e. donotreply@yourbusinessname.com). Always send from a personal email name and address that customers can reply to.

Strike the right tone in your subject line. If possible, create a subject line that notifies the customer of what's wrong and what's at stake (i.e. "uh-oh, credit card declined — Don't lose...")

Send more than one email. Not everyone will respond to the first, second, or even third email. They may not see your first email (the inbox is a crowded place). So, send multiple emails, and be sure to vary the subject line and the content of your emails, too.

Use emotion to encourage immediate action. The easiest emotion to access is FOMO (fear of missing out). Tell your customer what they may lose and why it should matter to them. For example, show them how much they've saved with your service, and how they're at risk of losing it. Show them your value.

Give them the next step to take. Make the call to action easy to understand and low friction, i.e. "click here." The less the customer needs to think/do, the better.