

# 9 More Ways to Win Back Cancelled Customers

*This is an extra resource to go along with the original article:*

[How to Win Back Cancelling Customers](#)

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## 1. Don't Try to Win Back Every Customer

Not every customer should stick around. Invest energy into wooing back your ideal customers who you know will get value from your service if they use it correctly. Use surveys to help you identify who your customers are, and which ones fit into your ideal mold.

## 2. Share Updates to Your Product

When reaching out to cancelled customers, give them a reason to take notice. Tell them what you've updated about your product, and give them an exclusive look. Create a video tour just for cancelled customers to show them what you've updated.

## 3. Highlight Different Features

Sometimes, customers cancel because they didn't see the full benefit of your service. After reviewing their reason for cancelling, highlight features that you believe will help them reach their goal. This is especially useful if you see that they haven't taken advantage of these features.

## 4. Give Them an Incentive to Return

This is a simple strategy, but a powerful one. Some customers just need a sweet discount to change their minds. Offer a one-time discount, especially if you've already been able to recover the customer acquisition cost (CAC).

## 5. Segment Churned Customers

Churned customers may still want to stay on your mailing list. Give them the option to stay informed even if they cancel. This way, you can continue reaching out to them, albeit on a different track than your prospective and current customers.

## 6. Send Re-Engagement Emails to Churned/ Inactive Customers

If you notice that your customers have gone inactive, send out a series of re-engagement emails. The next step for inactive customers is cancelling. By sending a “we haven’t seen you and we miss you” series of emails, you can regain top of mind status and coax them back to your app.

## 7. Continue Nurturing With Churned Customers Offline

In addition to email, you can use offline methods to stay connected with your cancelled customers. For example, you can send handwritten cards to commemorate birthdays, anniversaries, and holidays. You can also call your cancelled customer to update them on what’s new with your company.

## 8. Segment Churn-Risk Customers

Customers who you’ve rescued from the brink should stay on a separate email segment. This allows them to receive specialized nurturing because they remain a churn risk. Continue to send emails that show how to extract value from your service.

## 9. Stay on Top of Expiring Cards

Most credit cards expire every three years. This means that a third of your accounts will have an expired credit card each year. (This equals 3% of credit cards each month.) Sometimes cancelling is involuntary. Don’t let customers churn because they haven’t resolved a payment issue. Use Stunning to recover failed payments and prevent involuntary cancellations.

[Learn more about stunning here.](#)