

Customer retention & Win back strategies

Call script



IBO: Hi [**Potential Customer Name**], it's [**your name**], how are you?

Customer: I'm good thanks, how are you?

IBO: I'm very well, thank you. I'm actually giving you a call today because I noticed you recently switched your internet/mobile service(**s**) to another provider, and I think I could save you money with our partner, MATE. Are you happy for me to generate an obligation-free quote for you? You'd be doing me a huge favour, and in turn I'm hoping I can save you some money.

Customer: I'm not sure...

IBO: I have my own service(**s**) with MATE and I am confident you will be happy with their support. If you're happy for me to generate a quote for you, we can find out exactly how much money you could be saving.

Customer: Okay, I'm happy to do that.

IBO: Excellent! Thanks, I really appreciate you supporting my business. By the way, MATE has no lock in contracts or exit fees, so you've really got nothing to lose. Thanks very much for your time. I will be in touch once I have your quote.

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SMS script



Hi **[First name]**, I'm reaching out because I noticed you switched your internet/mobile service(**s**) to another provider, and I think I could save you some money with our telecommunications provider, MATE.

I'd love to generate an obligation-free quote for you. Can I give you a call this evening to discuss it? You'd be doing me a huge favour.

Thanks, **[your name]**.

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Email script



Hi **[First name]**,

I'm reaching out because I noticed you switched your internet/mobile service(**s**) to another provider, and I think I could save you some money with our telecommunications provider, MATE.

We have been working with MATE for more than 12 months. Their prices are highly competitive and they have no lock-in contracts or exit fees. They're also 100% Australian-owned and operated and are really easy to deal with. I have my own service(**s**) with MATE and I'm really happy with them!

If you wouldn't mind sending me a copy of your current bill, I can generate an obligation-free quote for you. I can give you a call to discuss it with you – are you free after **XX:00 AM/PM**? Otherwise, if you'd like to learn more about MATE, please feel free to give me a call at any time on **[mobile number]** or visit my website **[insert website]**.

Kind regards, **[Your name]**