

Customer Win-Back Email

Subject: We'd Love to Have You Back

Dear [Customer's Name],

We noticed you haven't [used our service/made a purchase/engaged with us] in a while, and we miss having you as part of the [Company Name] community.

We value your past business and want to understand how we can better serve you. We've made several improvements since you last [interacted with us], including [list 2-3 specific improvements or new features].

To welcome you back, we'd like to offer you [specific incentive]. This is our way of saying thank you for being a valued customer and showing you what's new.

We'd also appreciate any feedback you might have about your previous experience. Your insights help us improve and better serve customers like you.

If you're interested in giving us another try, simply [clear call to action]. This offer is available until [expiration date].

If you prefer not to hear from us, I understand, and you can unsubscribe using the link below.

We hope to see you again soon.

Warm regards,

[Your Name]

[Your Title]

[Your Company]

[Contact Information]

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