# Customer Retention Call Script

**Purpose:** This script is designed to guide support agents through a structured and empathetic conversation with customers considering cancellation of their service or subscription. It focuses on understanding customer concerns, offering tailored solutions, and ultimately retaining the customer.

## 1. Greeting

Hello {customerName}, this is {agentName} from {companyName}. I see that you're considering canceling your service, and I’d love to take a moment to understand your concerns and explore how we can help.

## 2. Verify Customer Details

* **Customer ID:** {customerId}
* **Plan/Subscription:** {subscriptionPlan}
* **Join Date:** {joinDate}

## 3. Empathize and Listen

*Let the customer explain their reason for cancellation. Use active listening and avoid interruptions.*

"I completely understand, {customerName}. Thank you for sharing this with me."

## 4. Identify the Concern

Reason for cancellation stated by customer: **{cancellationReason}**

### Usage Highlights

|  |  |  |
| --- | --- | --- |
| **Feature** | **Usage** | **Value Delivered** |
| {#usageStats}{feature} | {usageAmount} | {valueNote}{/usageStats} |

## 5. Offer Solutions

Based on what you've shared, we might have a solution that better fits your needs.

{#availableOffers}

* **{offerTitle}:** {offerDetails}

{/availableOffers}

The above options are tailored to help you get the most value from our service.

## 6. Confirm Next Action

Would you be open to trying one of these solutions, or would you prefer to proceed with cancellation?

{#customerStays}

**Excellent!** I’ve noted your preference to stay with the {companyName} family. We’ll apply the necessary changes and send a confirmation to your email at {email}.

{/customerStays}

{^customerStays}

We’re sad to see you go. Your cancellation request has been processed. If you ever decide to come back, we’ll be happy to welcome you again. A confirmation email will be sent to {email}.

{/customerStays}

## 7. Final Thank You

Thank you for your time today, {customerName}. We appreciate your business and hope to serve you again in the future.