Post-Cancellation Survey Template

Hey [Name],

Thanks for giving {your product or brand name} and whirl. I was hoping we'd {be able to provide the value or solution your customer needed}, but it seems we missed the mark.

No hard feelings! {insert a note similar to this that expresses acceptance/ genuine understanding of their decision}.

We want to make sure we can {provide the value your customer was looking for}, so we'd love to know why you chose to cancel.
Would you mind sharing why {product/brand} didn't {provide value}? {Reply to this email} or {Link to a survey}.

{Tell them how long the survey will be/what to expect. Add any incentives here.}

[Sign off]

Hot Tip: This email is for gathering feedback only. Don't try to sell to a churned customer right now. Y

ou need to figure out why people
are leaving so you can continually improve your retention efforts. Be genuinely curious and make it as easy as possible for your customers.

Thank them profusely.

IMPERFECT produce

FAQ REFERRALS BLOG SUPPORT

Hello, [illegible]

You decided Imperfect wasn't for you–it happens! No hard feelings. We'd would love to hear a little bit more about why you opted out of our service and what we can do better. As our way of saying thanks for your honest feedback, we'll enter you into a drawing for a $100 Visa gift card after you fill out our survey.

Take the survey!

It should take less than 3 minutes! The survey will only be open until October 5th, so don't delay!

Love and produce,
The Imperfect Team

Copyright © 2018 Imperfect Foods, Inc, All rights reserved.
We only send special offers and food waste updates to folks who opted in at our website.

Our mailing address is:
1600 Donner Avenue, San Francisco, CA 94124

Want to change how you receive these emails?
You can update your email preferences

1:12 PM

ipsy

A Gift For You

We can't decide which we ♥ more—this lash-lifting mascara or beautiful, baby soft brush. Want? Pick your fave and we'll send it over.

CHOOSE YOUR FREE GIFT

Join now to receive a gift, plus 5 awesome products and a custom designed makeup bag.