

Customer Reactivation Plan

Goal: To win back 30% of customers that have not ordered from us for more than one (1) year.

Target: Former RCS customers who have not placed an order in one (1) calendar year, and have previously placed an order totaling more than five hundred dollars (\$500).

Steps:

- 1) Call the most recent contact that we have listed and ask if their office still orders catering
 - i. If they say yes, ask why they no longer order from us
 - ii. Verify contact information and ask them if we can email over a menu and specials
 - iii. If they say no, skip to step five (5)
- 2) Email them the menu and specials, including the customer reactivation schedule. Send this email the same day that you called. Then create a Pipedrive task to visit the office in a week.
- 3) Go by the company and drop off cookies, brochures, and cards one week later. Do this regardless of whether they place an order. If they haven't ordered, it is another point of contact, if they have, it is a thank you for trying us out again. After this, set yourself a task in Pipedrive to place a follow up call in three (3) days.
- 4) Three days after cookies are dropped off, call to ask if they enjoyed the cookies/got the special you emailed over and ask if they have any catering needs you can help with. Place any orders necessary and create a Pipedrive task to note their order history in one (1) month.
- 5) One month after these steps, if they still have not ordered place a task in the "Customer Reactivation" deal in Pipedrive (in the "Routine Catering" column) to give the company a call in two (2) years.
 - i. Be sure that the information for our current contact is in Constant Contact