

Win Back Lost Customers

What Is This?

Win Back is an automated campaign that detects customers who haven't made a purchase in a set number of days, then sends them a personalised message to bring them back. Once set up, it runs on its own every night — no manual tracking needed.

Real-Life Example

Farah owns a café and notices some regulars have gone quiet. She sets up a Win Back campaign with a 14-day trigger. When Wei Lin hasn't visited in 14 days, she automatically gets a WhatsApp message — "We miss you! Come back for 20% off your next cup." Wei Lin pops in that evening. Farah never had to lift a finger.

How to Set It Up

1. Go to **CRM** → **Campaigns** in the left sidebar
2. Click **Create Campaign** and select **Win Back Lost Customer**
3. Fill in the campaign form:
 - **Days Without Transaction** — how many days of inactivity before the campaign triggers (default: 14 days, range: 1-365)
 - **Send At** — the time of day messages go out (default: 9:00 AM)
 - **Broadcast Channels** — Email, SMS, or WhatsApp (SMS and WhatsApp have additional charges and require prior setup)

Active

Name

Win Back Lost Customer

Broadcast channel

WhatsApp

SMS will apply additional charges

Days Without Transaction

14

247 customers have no transactions in the past 14 days.

Send At

09:00 AM

Broadcast Safety Settings

Configure broadcast timing to prevent WhatsApp bans and ensure compliance

Broadcast Interval

1 minute (recommended, MAX 480 messages/day)

Time interval between each broadcast message to prevent rate limiting and potential bans

Include Weekends

Enable to send broadcasts on Saturday and Sunday (may affect delivery rates)

4. Make sure the **Active** toggle is turned on, then click **Save**

The system checks every night at midnight and schedules messages for any newly inactive customers to go out at your configured send time.

What Your Customers Will See

Customers receive a personalised message on whichever channels you chose. The message addresses them by name and can include an offer or incentive. It reads like a personal outreach, not a mass blast — most customers appreciate it rather than feeling spammed.

Good to Know

- Each customer receives this campaign **only once** — the system won't send it again if they stay inactive after receiving it
- Only **purchase transactions** reset the inactivity timer — redeeming rewards, checking their balance, earning referral points, and birthday rewards do NOT count
- If a customer makes a purchase in the morning of the same day a message is scheduled, the message will still go out (scheduling happens at midnight)
- You can run multiple Win Back campaigns at different thresholds — e.g., one at 14 days and another at 30 days — to target different customer segments
- New campaigns start checking customers from the next midnight after you activate them

What's Next?

- Set up a **Birthday Reward** to automatically reward customers on their birthday
- Create a **Membership Day Campaign** to run a monthly promotion for all customers
- Check your campaign history under CRM → Campaigns to see how many messages went out