

Scenario: Re-engaging a Disengaged Customer to Showcase a New Feature

Objective: Invite a disengaged customer to a Zoom call by highlighting a new feature that will save them time.

Best Practices for This Email:

1. **Keep it personalized** – Address a specific problem they face.
2. **Highlight the benefit** – Show how the feature helps them.
3. **Make the CTA simple** – Offer specific time slots & a scheduling link.
4. **Add a light urgency** – Encourage them to act now.



Email Example: Re-engaging a Disengaged Customer

Subject: *[First Name], A Quick Way to Save Time with [New Feature]*

Hi [First Name],

I noticed it's been a while since you last engaged with [Product Name], and I wanted to reach out with something I think you'll find valuable.

We recently launched **[Feature Name]**, which helps users like you **[specific benefit, e.g., automate reporting and save 2+ hours a week]**. Given your past usage, I believe this could be a great fit for your workflow.

Would you be open to a **quick 15-minute Zoom call** where I can walk you through how this works and answer any questions?

I'm available at:



[Tuesday, Jan 9 at 10 AM]



[Wednesday, Jan 10 at 2 PM]

You can also grab a time that works for you here: **[Insert Calendar Link]**

Let me know what works best—I'd love to reconnect and make sure you're getting the most out of [Product Name]!

Looking forward to your thoughts,
[Your Name]
[Your Company]

Why This Works?

1. **Personalized hook** → Acknowledge disengagement in a non-intrusive way.
2. **Clear value proposition** → Explain how the feature solves a problem.
3. **Easy CTA** → Offer time slots & a self-scheduling link.
4. **Casual & friendly** → Encourages engagement without pressure.