

Customer renewals email templates

Whatever way you slice it, customer retention is the bread and butter of customer success.

In fact, it's far cheaper to retain your current customers than it is to go after new ones. Increasing retention by a mere **5%** could drive your profits from anywhere between **25%** to **95%**.

When it comes to renewals season, it's critical to be on your A-game; be proactive with your comms, and be ahead of the curve when it comes to selling the benefits of a renewed subscription and nurturing customer loyalty. It's not only a good opportunity to get them to stay on, but also a chance to reiterate why your business is the cat's pajamas!

Here are a few email templates that will help drive your customer loyalty and retention rate through renewals:

Example #1

Hi [FN],

We want to thank you for using [insert product name] over the past 12 months – to put it simply, we LOVE having you as a customer.

Just a heads-up, your subscription plan is due to expire in [X] days, and we'd hate for you to miss it. We hope you'll stay with us and continue to use the awesome features you've enjoyed over the last year.

If you want to keep [insert product function/USP], then make sure to hit **'renew'** by clicking the button below.

[Enter simple steps for renewal]

We can schedule a call for sometime next week if you'd like to go over some of the new features we've introduced, so you can get the maximum benefit out of [insert product name].

Thank you,

[CSM name]

Example #2

Hey [FN],

Can you believe it's been a year since you subscribed? Us neither. It's true that time flies when you're having fun with [insert product name].

Just a quick reminder that your current plan is coming to a close on [insert MM/DD/YYYY], and you've already chosen the option to automatically renew your subscription. You don't need to do anything further, as next year's annual payment will be billed from your saved card details

If you don't want to enjoy [insert perks of product] and decide not to renew your plan, please let us know by [MM/DD/YYYY].

If you have any questions about your plan, we can schedule a quick catch-up to discuss next year's subscription.

All the best!

[CSM name]

Example #3

Hi [FN],

We want to thank you for using [insert product] over the last 12 months. We hope you had a blast [enter key product use].

We just wanted to drop you a line to let you know that your subscription expired yesterday, so you won't be able to log in now. However, all is not lost!

By clicking this link, you can renew your plan, reinstate your membership and have access to all your previous perks once again.

If you renew within the next 5 days, you'll also be privy to an extra 15% discount we reserve for our loyal customers.

Let us know if you need any further info on this,
[CSM name]
