

# Subscription Post-Cancellation Communication Templates

## Template 1: Automated Confirmation Message (Used on Final Screen or Immediate Email)

*This template serves as the mandatory, immediate notification when a user clicks 'Confirm Cancellation.' It prioritizes clarity and the open-door policy.*

**Subject:** Your Subscription to [Product Name] Has Been Canceled

Hi [Customer Name],

We have successfully processed your request to cancel your subscription to [Product Name]. We respect your decision and thank you for the time you spent with us.

**What Happens Next:** Your account will remain active and fully accessible until the end of your current billing period on [Date Access Ends]. After this date, you will lose access to premium features.

**Need to reactivate?** You can restore your account instantly at any time by simply logging in and visiting the billing section. We value your feedback and hope to welcome you back in the future.

## Template 2: General Follow-Up Email (Sent 1-2 Days Post-Cancellation)

*This template subtly leverages the feedback collected in the cancellation survey without being intrusive. It maintains a neutral, appreciative tone.*

**Subject:** A Quick Thank You from the [Product Name] Team

Hi [Customer Name],

We noticed you completed our cancellation survey, and we truly appreciate you taking the time to share your reason for cancellation. Your feedback is crucial and will directly guide our team as we work on improving [mention area, e.g., product features or onboarding].

While we're sorry to see you go, our commitment is to build the best product possible. If you were interested in [mention key feature/value], we have a detailed guide on it here: [Link to relevant blog post or free resource].

We wish you the best, and our door is always open. You can restart your subscription instantly at any time.

### Template 3: High-Value/Strategic Customer Outreach (Sent Manually by a Customer Success Manager - CSM)

*This template should be used only for high-ARR clients or long-term customers. It requires personalization and aims to open a conversation, not make a hard sell.*

**Subject:** Checking in on your decision, from [CSM Name] at [Product Name]

Hi [Customer Name],

I saw your account for [Product Name] was canceled. As your dedicated Customer Success Manager, I wanted to reach out personally and assure you that we respect your decision.

I remember you were focused on [Reference a specific goal, e.g., improving team collaboration]. If the reason for cancellation was related to finding the value or complexity, I'd be happy to schedule a 15-minute call just to listen to your feedback. There's no pressure to restart.

If you think you might need the tool again soon, remember the **pause subscription** option is always available to save your data and current pricing. Let me know if you'd like to explore that.