

Forex Reactivation Call Cadence Template

Call cadence template for dormant trader reactivation: calling windows by region, a four-attempt schedule, retry rules per outcome and stop conditions.

WHO IT IS FOR

Retention and ops leads at forex and CFD brokerages who own the calling schedule for a dormant trader reactivation campaign

TIME TO COMPLETE

45 minutes

This template sets when a dormant trader gets called, how many times, what happens after each unanswered or failed attempt, and when the campaign stops trying. It's built for a brokerage running AI calls against one dormant segment, with a human account manager taking the callbacks. Filled in, it's the sheet your ops lead loads into the calling platform and the one compliance signs before the first dial.

1 Cadence setup

One cadence per segment. Fill this first; the windows, attempts and retry rules below all hang off these answers.

☐ Segment this cadence runs on

Name it the way your CRM or MT4/MT5 export defines it, for example "no trade in 90 to 180 days, last balance above the minimum lot". A trader dormant for two years and one dormant for three months shouldn't share a cadence, so copy this sheet per segment.

Segment: _____ Accounts: _____

☐ The one outcome every call asks for

Fund the account, log back into the platform, refresh an expired KYC document, or book a call with an account manager. The attempt schedule in section 3 gets shorter and more direct with each call, so the ask has to stay the same throughout.

Outcome: _____

☐ Maximum attempts per trader

The template uses four attempts over 12 days. Set it lower for a segment that's had a campaign in the last quarter, and never raise it above what your compliance officer has approved for the trader's country.

Max attempts: _____

☐ Minimum gap between attempts to the same number

The default is 48 hours, with a different time window each time. Two calls in the same day to a trader who didn't pick up reads as harassment and produces complaints, not deposits.

Min gap: _____ hours

☐ Campaign start and hard end date

The final attempt is a courtesy close, so the end date is fixed before launch. An open-ended cadence keeps redialing the traders who least want to hear from you.

Start: _____ / _____ End: _____ / _____

☐ Country and time zone source for each trader

Take the country of residence from the CRM or KYC record, not from the phone prefix. A trader with a UK number living in Dubai gets called on Dubai time and under Dubai's rules.

Source field: _____

☐ Owner who can pause the cadence during any window

One name, reachable in every calling window you enable, including the evening and weekend ones. If nobody is reachable at 7pm Sydney time, don't open a 7pm Sydney window.

Name: _____ Phone: _____

2 Calling windows by region

Each trader gets three windows in their own local time so an attempt that misses at 10am gets another shot at 6pm. The hours below are starting points; overwrite them with what your compliance officer approves for each country you call, and check the local weekend before you enable the weekend column.

☐ Fill your approved windows and mark the countries you're not calling at all

If compliance can't confirm the rules for a country, the answer for this campaign is no calls there, not a narrower window.

Countries excluded: _____

☐ Decide whether weekend attempts are on, and for which countries

Weekend answer rates differ per market and the legal position differs too. Enable weekends per country, never for the whole book.

Weekend calls: Yes / No Countries: _____

☐ Set the platform to the trader's local time, not the office's

Test it with three traders in three time zones before launch. A cadence running on Cyprus or London office time calls Australia at 3am.

Tested on: _____ / _____ By: _____

REGION	MORNING WINDOW	MIDDAY WINDOW	EVENING WINDOW	NOTES TO CONFIRM WITH COMPLIANCE
UK and Ireland	09:30 to 11:30	13:00 to 15:00	17:30 to 19:30	Screen against the TPS and your own suppression list before every attempt. Keep the FCA financial promotion rules in mind for anything the agent says about returns or offers.

REGION	MORNING WINDOW	MIDDAY WINDOW	EVENING WINDOW	NOTES TO CONFIRM WITH COMPLIANCE
EU (Western and Central)	09:30 to 11:30	13:30 to 15:30	17:30 to 19:30	GDPR lawful basis and the country's opt-in or opt-out rule for marketing calls decide whether a trader can be called at all. Several countries run their own do-not-call registers; check each one you dial.
EU (Southern)	10:00 to 12:00	16:00 to 18:00	19:00 to 20:30	Long lunch breaks shift the productive midday window later. Same GDPR and national register checks as above.
Gulf and MENA	10:00 to 12:00	14:00 to 16:00	18:00 to 20:00	Weekends and prayer times vary by country and shift during Ramadan. Confirm which days count as the weekend for each country before opening a weekend window.
South and Southeast Asia	10:00 to 12:00	14:00 to 16:00	18:30 to 20:30	Check whether the country requires prior consent for marketing calls and whether a national do-not-disturb register applies to the number.
Australia and New Zealand	09:30 to 11:30	13:00 to 15:00	17:30 to 19:00	Australia keeps a national Do Not Call Register with its own permitted hours. Confirm whether an existing-customer relationship covers a dormant account in your case.
Latin America	10:00 to 12:00	14:00 to 16:00	18:00 to 20:00	Several countries run their own do-not-call lists and rules on caller identification. Confirm the language the agent opens in, since the trader may have registered in Spanish or Portuguese.
United States and Canada	10:00 to 12:00	13:00 to 15:00	17:00 to 19:30	Federal telemarketing rules set a permitted calling window in the called party's local time and some states are stricter. TCPA consent for automated calls to mobiles is a separate check from DNC. Confirm both with counsel.

3 Attempt schedule

Four attempts over 12 days, each in a different window, each with a shorter opening than the last. Days count from the first attempt. An answered call ends the schedule and hands the trader to section 5.

☐ Write the per-attempt opening lines and send them to compliance with this sheet

The disclosure that it's an automated call from your brokerage stays in the first sentence of every attempt. Wording rules differ by country, so get the exact sentence approved rather than reusing one from another market.

Approved by: _____ Date: _____ / _____

☐ Cut the schedule to match your max attempts

If section 1 says three attempts, drop attempt 3 and keep the day 12 courtesy close. That last call is the one that turns silent traders into clean opt-outs instead of complaints.

Attempts kept: _____

☐ Confirm the windows rotate for every trader

Trader A gets morning, evening, midday, morning. Trader B, whose first attempt fell in the evening, gets evening, morning, midday, evening. Check the platform does this per trader and not per campaign.

Rotation checked: Yes / No _____

☐ Calculate the daily dial volume before launch

Accounts in the segment times max attempts, divided by the number of calling days, gives the ceiling. Halve it for the first two days so a wrong caller ID or a broken merge field reaches a few hundred traders, not the whole book.

_____ accts x _____ attempts / _____ days = _____ dials/day

ATTEMPT	DAY	WINDOW	WHAT THE AGENT OPENS WITH	GOES AHEAD ONLY IF
1	Day 1	Morning	Automated call disclosure, brokerage name, then the reason: the account has been quiet and we wanted to check whether they're still trading and what changed.	Number cleared against DNC and suppression lists, consent flag set for the country, inside the approved window
2	Day 3	Evening	Same disclosure, then: we tried earlier in the week, is now a better time for two minutes?	Attempt 1 was no answer, busy, voicemail or a carrier failure; no opt-out on any channel; 48-hour gap met
3	Day 6	Midday	Disclosure, then one question: still trading, or should we leave the account as it is?	Attempts 1 and 2 unanswered; segment max attempts is 3 or more; no callback already booked
4	Day 12	Morning or evening (whichever hasn't been tried twice)	Disclosure, then the courtesy close: we'll stop calling after today, would you like the account kept open or closed?	Attempts 1 to 3 unanswered; max attempts is 4; end date not passed

4 Retry rules by call outcome

Every attempt ends in one of these outcomes. The rule for each says whether the next attempt happens, how long the platform waits, and whether the attempt counts against the cap. Load these into the calling platform and the CRM as one set, so both systems agree on where each trader is.

☐ Map every platform outcome code to one of the rows above

Calling platforms report more outcome codes than this table has rows. Anything unmapped defaults to no retry until someone assigns it, so a strange code stalls one trader instead of looping them.

Unmapped codes: _____

☐ Set the same-day busy retry to respect the window end

A busy signal at 19:15 with a two-hour wait would redial at 21:15, outside the evening window. The retry has to move to the next scheduled attempt instead.

Window-end check: Yes / No _____

☐ Decide who reviews the carrier failure list each morning

A batch of failures at the same minute usually means a telephony issue, not a list problem. That's a pause-and-check, not a retry.

Reviewer: _____

☐ Confirm callback requests override the attempt schedule

A trader who asked for Thursday at 4pm must not get a scheduled attempt 3 on Wednesday. Test this with one record before launch.

Tested: Yes / No _____

OUTCOME	RETRY?	WAIT BEFORE NEXT ATTEMPT	COUNTS TOWARD MAX ATTEMPTS?	RECORD IN THE CRM
No answer (rang out)	Yes, next scheduled attempt in a different window	48 hours minimum	Yes	Attempt number, window, timestamp in trader local time
Busy	Yes, same day, one extra try	2 to 4 hours, still inside the approved window	No for the same-day retry; yes if the retry also fails	Both timestamps; flag if busy three times in a row (likely a call-blocking app or a dead line)
Voicemail reached	Yes, next scheduled attempt	48 hours minimum	Yes	Whether a message was left (only if compliance approved the voicemail script for that country)
Carrier failure or network error	Yes, automatic retry	15 to 30 minutes, up to two retries	No	Error code from the platform; escalate to the owner if the failure rate across the campaign passes the threshold in section 6

OUTCOME	RETRY?	WAIT BEFORE NEXT ATTEMPT	COUNTS TOWARD MAX ATTEMPTS?	RECORD IN THE CRM
Invalid or disconnected number	No	None	Not applicable	Mark the number bad, remove from the campaign, open a CRM task to find a current number through email or the account manager
Answered by someone else	Yes, once, at a time they suggest	As suggested, otherwise 48 hours	Yes	Note who answered without recording their details; the agent asks for a better time and ends the call
Answered, trader asked for a callback	Yes, at the requested time	Exactly as requested, in the trader's time zone	Resets: the callback is not an attempt	Requested time, preferred channel, and which human it's assigned to
Answered, trader declined or asked not to be called	No	None	Not applicable	Opt-out with timestamp, reason if given, and suppression across calls, email and SMS within the hour
Answered, trader took the action	No	None	Not applicable	Outcome, deposit or KYC or login flag, and the account manager who takes over
Call dropped mid-conversation	Yes, within the hour	5 to 15 minutes	No	Where the conversation stopped, so the agent resumes rather than restarting the disclosure and the whole pitch

5 Stop conditions

These end contact for one trader or for the whole campaign, no matter where the schedule stands. The per-trader stops apply automatically; the campaign-wide stops need the owner from section 1.

☐ Stop the trader after any opt-out on any channel

A STOP reply to an SMS, an email unsubscribe that mentions calls, or a spoken "don't call me" all end the calling schedule. Suppress the number in the calling platform and the CRM within the hour, not at the nightly sync.

Suppression sync: _____ minutes

☐ **Stop the trader when the outcome from section 1 is reached**

A deposit, a login, a KYC upload or a booked account manager call ends the cadence. The platform needs the CRM or MT4/MT5 event to know this happened, so check that webhook works before launch.

Event source: _____

☐ **Stop the trader at max attempts, and record them as unreachable**

Unreachable is an outcome, not a gap. It feeds the next campaign's segment rules and stops the same number from being loaded again next month.

Unreachable cooling-off: _____ days

☐ **Stop the trader if a complaint is logged anywhere**

Support ticket, social message, regulator contact or a call to the account manager. One complaint pauses that trader until compliance reviews the recording.

Complaint flag field: _____

☐ **Stop the trader if their account status changes to closed, frozen or under review**

Pull status from the CRM before every attempt, not once at list load. Calling a trader whose account compliance froze last week is a conversation you don't want the AI agent having.

Status check: per attempt / at load _____

☐ **Stop the whole campaign if the complaint rate or opt-out rate passes the threshold you set**

Set the numbers before launch, as a share of answered calls, and write down who decides to resume. Pick them with compliance; there is no industry number to borrow here.

Complaints: _____ % Opt-outs: _____ % of answered calls

☐ **Stop the whole campaign if the wrong caller ID, wrong disclosure or wrong language is heard on any monitored call**

Listen to the first ten answered calls per country on day one. One wrong disclosure means pause, fix, re-test, then resume.

Day-one review by: _____

☐ **Stop the whole campaign on the end date, with no extension without a fresh sign-off**

Traders who were never reached get a courtesy email, not another month of dials.

Sign-off for any extension: _____

6 Daily checks while the cadence runs

Ten minutes each morning, per country, by the owner or a delegate. Any figure outside the range you set triggers a pause and a look before the next window opens.

☐ **Check answered calls per attempt number and per window**

If attempt 3 in the midday window answers far less than attempt 1 in the morning for the same country, shift the window rather than adding attempts.

Att 1: _____ % Att 2: _____ % Att 3: _____ % Att 4: _____ %

☐ **Check the carrier failure rate against your pause threshold**

Set the threshold before launch. Failures clustered on one carrier or one country point at routing or a blocked caller ID, not at the list.

Threshold: _____ % Today: _____ %

☐ **Check callbacks booked against callbacks completed on time**

A callback that goes out an hour late in the trader's time zone is worse than no callback. Review the missed ones by name and reassign.

Booked: _____ Completed on time: _____

☐ **Check opt-outs and complaints per country against the stop thresholds**

Look at the recordings behind any opt-out that came with a reason. Those recordings are the fastest way to find a bad opening line or a window that's too late.

Opt-outs: _____ Complaints: _____

☐ **Check the suppression list synced before the first window opened**

Compare the count of suppressed numbers in the calling platform to the count in the CRM. Any difference is a trader who may get called after saying no.

Platform: _____ CRM: _____

☐ **Check spend against connected minutes**

Topcalls bills by the second at \$0.35 per minute with recording, transcription and analytics included, so the daily bill is connected minutes times \$0.35. Compare it to the outcomes recorded to see the cost per reached trader before the campaign ends.

Connected minutes: _____ x \$0.35 = \$ _____

7 Sign-off before launch

Compliance signs this sheet, not a summary of it. Keep the signed copy with the campaign record.

☐ **Confirm the calling windows per country with your compliance officer or counsel**

Cover permitted hours, weekend rules, and whether a dormant account counts as an existing customer relationship for marketing call purposes in each jurisdiction.

☐ **Confirm the lawful basis or consent for automated calls in each country**

GDPR in the EU and UK, TCPA and the federal telemarketing rules in the US, and national do-not-call registers elsewhere all apply differently to an automated call than to a human one. Get the answer in writing per country.

☐ **Confirm the automated-call disclosure wording for each language the agent speaks**

The agent opens in the trader's registered language. Each translation of the disclosure needs its own review.

☐ **Confirm the voicemail script, or confirm that no voicemail is left**

Leaving a message that mentions trading or the account may be restricted in some countries. Either approve a script per country or set the platform to hang up on voicemail.

☐ **Confirm the recording notice and retention period for call recordings**

Where recording requires notice, it goes in the opening line. Retention follows your existing recording policy under MiFID II or the local equivalent, and your data protection officer confirms it.

☐ **Confirm the max attempts and minimum gap are within what compliance approved**

Write the approved numbers next to the ones in section 1. If they differ, section 1 changes, not the approval.

☐ **Sign and date**

Retention lead, compliance officer, and the campaign owner from section 1.

Retention: _____ **Compliance:** _____ **Owner:** _____

How to use this template

1. Copy the sheet once per dormant segment and fill section 1 before touching anything else.
2. Overwrite the calling windows in section 2 with the hours your compliance officer approves for each country, and delete the countries you won't call.
3. Trim the attempt schedule in section 3 to your max attempts, keeping the courtesy close as the last call.
4. Load the retry rules from section 4 and the stop conditions from section 5 into the calling platform and the CRM as one set, then test them on three records in three time zones.
5. Get section 7 signed, launch at half the calculated daily volume, and run the section 6 checks every morning for the first week.

Book a 30-minute call with a Topcalls co-founder

We size your dormant book, map the CRM or MT4/MT5 events that stop the cadence, and scope a pilot on one segment with a proposal within 48 hours.

topcalls.ai/book