

MT4/MT5 Dormant Client Reactivation Workflow Map

A fill-in workflow map from MT4/MT5 dormant-account export to segmented call list, AI call, CRM outcome sync and re-deposit tracking for brokerages.

WHO IT IS FOR

Brokerage ops, retention and CRM leads who own the MT4/MT5 back office and want dormant accounts called without a manual list build every month.

TIME TO COMPLETE

60 minutes

Most brokerages already have the dormant book sitting in MT4 or MT5: accounts with a last login six months back, a balance that never moved, a group that says live. What's missing is a repeatable path from that data to a phone call and back. This map lays out eight steps in order, from the platform export through the CRM join, suppression, segmentation, the AI call and the outcome write-back, with a blank next to every threshold, field name and owner. Fill it in once and the same run works every month, on MT4, MT5 or both.

1 Step 1: Define dormant in platform terms

Dormant has to be a query, not a feeling. Pick the signals your platform actually stores, set a threshold for each, and write down which one wins when they disagree.

☐ Decide which signal defines dormant when they disagree: last closed trade or last login

A trader who logs in weekly to watch charts but hasn't traded in a year is dormant by one rule and active by the other. Most retention teams use last closed trade for the call list and last login only for segmentation.

☐ Set separate thresholds for funded and zero-balance accounts

A funded account with no trades for 60 days is a different call from an empty one that went quiet 400 days ago. Two thresholds, two lists.

Funded: _____ days. Zero balance: _____ days

☐ Exclude archived accounts unless your CRM still holds a live contact for them

MT4 and MT5 both move inactive accounts to an archive after a configurable period. Archived logins often have no reachable phone, so pull them only where the CRM record is complete.

☐ Write the exclusion list by group name: demo, IB test, staff, partner and any other group that doesn't belong in a retention call

Excluded groups: _____

- ☐ **Record the dormancy definition and the date you set it, so the reactivation rate you measure later means something**

Defined by: _____ on _____

SIGNAL	WHERE MT4 STORES IT	WHERE MT5 STORES IT	YOUR THRESHOLD
Last login	User record last-login date (Manager API or admin report export)	Account last-access time (Manager or Web API, admin report)	No login in ____ days
Last closed trade	Closed orders history, latest close time per login	Deals history, latest close time per login	No closed trade in ____ days
Last deposit	Balance operations of deposit type, latest per login	Balance deals of deposit type, latest per login	No deposit in ____ days
Balance and equity	User balance and equity fields	Account balance and equity fields	Segment at ____ and ____ (base currency)
Open positions	Count of open orders per login	Count of open positions per login	Exclude accounts with an open position: yes / no
Account status	Group name, enabled flag, archived status	Group, account rights, archived status	Include groups: ____ Exclude: ____

2 Step 2: Export the dormant account list

The export is the one step that touches the trading server. Keep it read-only, scheduled, and limited to the fields the workflow needs.

- ☐ **Choose the export route: Manager API pull, scheduled admin report export, or your CRM's existing platform sync**

If the CRM already mirrors the platform through a bridge or plugin, use that copy and check its lag. A sync that runs nightly is fine for a monthly campaign. A copy that last refreshed in spring is not.

Route: _____ Refresh: _____

- ☐ **Use a read-only manager login with report rights only, and log every export run**

A retention export never needs trading, balance or group-edit rights. Ask the platform admin for a dedicated login and review its rights every quarter.

- ☐ **Pull one row per login, then collapse to one row per client in the next step**

Traders open several accounts. Calling the same person three times because they have three logins is the fastest way to a complaint.

- ☐ **Export closed-trade history as a per-login latest close time, not the full order table**

The full history for a mid-size broker runs to millions of rows. The workflow only needs the latest close time and, optionally, the trade count in the last ____ days.

- ☐ Time the export for the same day each month, after the platform's end-of-day rollover

Export day: _____ Time (server): _____

- ☐ Store the export with a run ID and row count, so a list that shrinks or doubles is caught before it's dialed

Expected rows: _____ to _____

FIELD	MT4 SOURCE	MT5 SOURCE	NEEDED FOR
Login (account number)	User record	Account record	Join key to the CRM
Name	User record name	Account name fields	Match check against the CRM
Group	User group	Account group	Filtering, currency, account type
Country	User country field	Account country field	Jurisdiction, calling hours, language guess
Last login / last access	User last-login date	Account last-access time	Dormancy signal
Last closed trade	Orders history, latest close time	Deals history, latest close time	Dormancy signal, segmentation
Balance, equity, credit	User balance, equity, credit	Account balance, equity, credit	Segmentation, offer eligibility
Registration date	User registration date	Account registration date	Tenure segment
Phone and email	User record, often empty	Account record, often empty	Fallback only. The CRM is the source of truth

3 Step 3: Join to the CRM and enrich

The platform knows the account. The CRM knows the person. Every step after this one depends on the join being right.

- ☐ Join on login to client ID, then keep the most recently active login per client as the account the agent talks about

The agent should reference the account the trader remembers, not the one opened by accident in 2022.

- ☐ Set the join failure rule: a platform login with no CRM match goes to a review list, never to the dialer

- ☐ Compare the platform name with the CRM name and flag mismatches for a human check

A mismatch usually means a merged client, a corporate account or an IB sub-account. None of those should get a standard reactivation call.

- ☐ **Copy the trader's own numbers onto the record: last deposit amount, current balance, time since last trade**

The call opens with facts the trader recognises. Those facts come from the platform export and need to be on the CRM record before the list goes to the campaign.

- ☐ **Record the join yield every run**

Platform rows _____, matched _____, parked _____

CRM FIELD	WHY THE CALL NEEDS IT	IF IT'S MISSING
Client ID (one per person)	Collapses several logins to one contact	Row is unusable: park it
Phone in E.164 format	The number that gets dialed	Row is unusable: park it
Preferred language	The agent speaks it from the first sentence	Fall back to the country default, flag for review
Country of residence	Consent rules, calling hours, disclosure wording	Take the platform country, flag if the two disagree
KYC / verification status	Blocks any deposit ask on an unverified account	Treat as unverified
Marketing consent and DNC flag	Decides whether the call can happen at all	Treat as no consent
Assigned account manager or IB	Routing for handoffs and IB-owned clients	Route to the retention desk
Last contact date and channel	Avoids calling someone emailed yesterday	Assume none
Open ticket or complaint flag	Suppresses the call	Check tickets by client ID before assuming none

4 Step 4: Suppression and eligibility

Run these checks after the join and before segmentation, in this order. Every removed row gets a reason code so you can report why the list shrank.

- ☐ **Remove clients with no marketing consent on file for the calling jurisdiction, and anyone with an internal do-not-call flag**

Under GDPR and the UK regime a dormant client is still a data subject with a right to object. In the US, TCPA and the TSR govern automated and telemarketing calls, and national and state DNC registries apply. Confirm with your compliance officer or counsel which basis you rely on for each country.

Reason code: NO_CONSENT _____

- ☐ Screen every number against the relevant national and state DNC registries where you call
Reason code: DNC_REGISTRY _____
- ☐ Remove accounts with an open complaint, chargeback, dispute or fraud flag, and anyone under a regulatory hold
Reason code: OPEN_ISSUE _____
- ☐ Remove clients contacted by any channel in the last ____ days, unless this campaign is the follow-up to that contact
Reason code: RECENT_CONTACT _____
- ☐ Remove IB-owned clients unless the IB has agreed to the campaign in writing
IB agreements often restrict direct contact with referred clients. Check the agreement as well as the CRM flag.
Reason code: IB_EXCLUDED _____
- ☐ Remove clients in any country where you don't hold an approved disclosure script and calling hours
Reason code: NO_SCRIPT _____
- ☐ Cap the run at the volume your handoff team can absorb, and hold the remainder for next week
Max per run: _____
- ☐ Log the count and reason code for every removal, and keep the parked rows for the next run
Signed off by: _____

5 Step 5: Segment into call lists

One list, one call goal. The segments below are a starting set. Rename them to your own, but keep each one tied to a single measurable goal.

- ☐ Assign every joined row to exactly one segment, and put the priority order in writing so overlaps resolve the same way each run
Order: _____
- ☐ Add language and country to each list so the campaign runs the right script and calling hours per list
Topcalls agents speak up to 78 languages, but a list with mixed languages still needs the language on each row.
- ☐ Set a per-segment attempt cap and cadence, then hand the cadence to the call cadence template
Attempts: _____ over _____ days

☐ Hold back a control group per segment that gets no call

Without a control you can't tell reactivation from seasonal noise. Pick a share you can defend and keep it the same across runs.

Control: _____ %

☐ Name the offer, if any, per segment, and get compliance sign-off on it before the list goes live

Bonuses and deposit incentives sit under FCA financial promotion rules in the UK and MiFID II inducement rules in the EU. Any offer is a review item, not a script default. Confirm with your compliance officer.

SEGMENT	RULE (FROM THE EXPORT)	CALL GOAL	PRIORITY
Funded, recently quiet	Balance above ____, no closed trade in 60 to 180 days	Find out what stopped them and get one trade or a platform session booked	1
Funded, long dormant	Balance above ____, no closed trade in more than 180 days	Confirm they still want the account, then the same goal as above	2
Withdrawn to zero	Balance zero, last balance operation was a withdrawal	Learn why they left; offer a re-deposit path only if compliance has approved it	3
Never funded	Registered more than ____ days ago, no deposit ever, KYC complete	Remove the deposit blocker: method, minimum, platform confusion	4
Never verified	No deposit, KYC incomplete	KYC reminder call, not a reactivation pitch	Route to the KYC flow
Demo only	Live account exists but every trade was on a demo group	Hand to the demo-to-funded playbook	Route to the demo flow

6 Step 6: The AI call

The agent gets the CRM record, the segment, the call goal and a fixed set of outcomes. Nothing else changes between lists except the script.

☐ Open with the account facts: the platform, roughly how long since the last trade, and that the balance is still there if it is

Naming MT4 or MT5 and a real date signals the call is from the broker, not a scam, which is what a dormant trader assumes first.

☐ Disclose that the call is automated or AI-assisted in the first sentence where the jurisdiction requires it, and announce recording

See the AI call disclosure checklist for wording by region. Confirm with your compliance officer.

☐ **Give the agent one question per segment and one next step, not a menu**

The funded-quiet segment asks what stopped them trading. The withdrawn segment asks what would bring them back. Each answer maps to one outcome code.

☐ **Forbid three things in every script: quoting expected returns, pressuring a deposit, and discussing another client's results**

These are the phrases that turn a service call into a financial promotion. Have compliance read the script with that lens.

☐ **Transfer live when the trader asks for a person, mentions a loss dispute, or asks about regulation**

Transfer number: _____ **Hours:** _____

☐ **Set the maximum call length per segment before launch**

At \$0.35 per minute all-inclusive, a six-minute call costs \$2.10. Your own reactivated-account value decides how many minutes a list is worth.

Max minutes: _____

OUTCOME CODE	MEANING	CRM FIELD	NEXT ACTION
REACTIVATE_INTENT	Trader plans to log in or trade again	reactivation_stage = intent	Send login help by SMS; check the platform for a login within 7 days
SESSION_BOOKED	Platform walkthrough or account review booked	next_call_at, owner	Human or agent session on the date chosen
DEPOSIT_INTENT	Trader intends to fund, no blocker named	reactivation_stage = deposit_intent	Cashier link by SMS; the deposit follow-up flow takes over
BLOCKER_NAMED	Named a reason: fees, platform, losses, method, trust	dormancy_reason	Route by reason; product or payments review weekly
NOT_NOW	Wants time, agreed a follow-up date	next_call_at	One call on that date, then email only
CLOSE_REQUEST	Wants the account closed or funds withdrawn	close_request_at	Support ticket, no further calls
HANDOFF	Asked for a person, raised a complaint or a regulator	escalation_owner	Live transfer or callback within ____ hours
NO_ANSWER	No connect after all attempts	attempts_count	SMS or email fallback, then park for the next run
DO_NOT_CALL	Asked not to be called	dnc_flag = true	Suppress everywhere the same day

7 Step 7: Sync outcomes back

The call is half the loop. Each outcome has a destination, a field and a timing. Decide them here so the CRM, the platform team and the human desk all see the same thing.

☐ Write outcomes through your CRM's native connector or a webhook, not a spreadsheet upload

Topcalls pushes outcomes, transcripts and recordings to the CRM through Integrations, which connects to 764+ tools. A webhook per outcome works where there's no native connector.

☐ Map every outcome code to a CRM picklist value before the first call, and reject unmapped codes at the integration layer

☐ Suppress DO_NOT_CALL in both the CRM and the campaign list, because the campaign may dial again before the CRM sync runs

☐ Run the platform export nightly during the campaign window, so logins, deposits and trades after each call are attributed within a day

Attribution needs the call date on the CRM record and the platform event date on the same client. The join from step 3 does the rest.

Attribution window: _____ days

☐ Give the retention desk a view filtered to HANDOFF and BLOCKER_NAMED, sorted by balance, refreshed on every sync

☐ Send a test batch of five calls through the full loop and check every field landed before scaling the list

Test batch checked by: _____

EVENT	DESTINATION	WHAT IS WRITTEN	WHEN
Call completed	CRM contact record	Outcome code, summary, recording and transcript link, agent notes	Within a minute of hang-up
REACTIVATE_INTENT or DEPOSIT_INTENT	CRM deal or opportunity	Stage, expected date, source = reactivation_call	Within a minute of hang-up
SESSION_BOOKED	Calendar and account manager task	Date, time, trader timezone, login	Immediately, with a reminder
BLOCKER_NAMED	CRM reason field plus the weekly report	Reason category and free text	Immediately; reported every Monday
HANDOFF	Retention desk queue	Transcript, reason, callback window	Immediately

EVENT	DESTINATION	WHAT IS WRITTEN	WHEN
DO_NOT_CALL or CLOSE_REQUEST	CRM suppression flag and campaign suppression list	Flag and timestamp	Same day, before the next dial
Platform login after the call	CRM reactivation stage	First login date, days since call	Nightly, from the platform export
Deposit or trade after the call	CRM reactivation stage and campaign report	Amount, date, days since call	Nightly, from the platform export

8 Step 8: Re-engagement tracking

Fill this in weekly for each run. The bottom rows decide whether the workflow keeps running.

- ☐ **Count a reactivation only on a platform event: a login, a deposit or a closed trade, never on an outcome code**
Intent is what the trader said. Reactivation is what the platform recorded. Report both, and pay attention to the second.
- ☐ **Subtract the control group's rate from the called group's rate before you call the difference a lift**
- ☐ **Take the BLOCKER_NAMED reasons to the weekly product and payments meeting**
If the same reason tops the list three runs in a row, the fix is in the platform or the cashier, not in the script.
- ☐ **Recycle NOT_NOW and NO_ANSWER rows into the next run with their attempt history, and drop anyone who has hit the cap**
- ☐ **Re-check the dormancy definition after the first three runs**
If most reactivations come from the 60 to 120 day band, tighten the threshold so the list reaches traders earlier.

Next review date: _____

METRIC	SOURCE	WINDOW	THIS RUN
Dormant accounts exported	Step 2 export row count	Run	___
Rows matched and eligible	Step 3 join, step 4 suppression	Run	___ matched, ___ eligible
Calls placed and connected	Campaign dashboard	Run	___ placed, ___ connected
Outcomes by code	CRM outcome field	Run	Intent ___ Booked ___ Blocker ___ Not now ___

METRIC	SOURCE	WINDOW	THIS RUN
Logged in after the call	Platform export, last access after the call date	___ days	___
Deposited after the call	Platform balance operations after the call date	___ days	___ accounts, ___ total
Traded after the call	Platform closed trades after the call date	___ days	___
Same three for the control group	Held-back rows, same windows	___ days	Login ___ Deposit ___ Trade ___
Voice cost	Call minutes x \$0.35	Run	___
Cost per reactivated account	Voice cost divided by accounts that traded or deposited	Run	___

How to use this template

1. Fill step 1 with your platform admin and step 3 with whoever owns the CRM. Both need to agree before the first export.
2. Run steps 2 to 4 once by hand and record the row counts at each stage. That's your baseline for spotting a broken export later.
3. Paste the outcome codes from step 6 into the CRM as a picklist before any call runs.
4. Walk step 4 and the script rules in step 6 with your compliance officer and get a name on each sign-off line.
5. Send a five-call test batch through step 7 and check every field, then scale to the first segment.
6. Fill the step 8 table each week and review the dormancy threshold after three runs.

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

We walk through your MT4 or MT5 export, size the dormant book by segment, map the CRM outcome flow and scope a pilot on one call list.

topcalls.ai/book