

Omnichannel Trader Reactivation Sequence Template

Day-by-day voice, email and SMS sequence template for dormant traders: channel roles, message intent per touch, stop and branch rules, consent notes.

WHO IT IS FOR

Retention, CRM and ops leads at forex and CFD brokerages who want calls, email and SMS working as one sequence instead of three unconnected campaigns

TIME TO COMPLETE

60 minutes

This is the 14-day sequence a brokerage runs against one dormant segment, with the AI call doing the talking and email and SMS doing the setup and the follow-through. Each touch has a day, a channel, a single intent and a rule for when it does not go out. Filled in, it's the document your retention lead hands to whoever builds the campaign in the calling platform, the email tool and the CRM, and the one your compliance officer signs before the first message leaves.

1 Sequence setup

One sequence, one segment, one action. Fill this before touching the day-by-day table; every touch below is built around these answers.

☐ The one action every touch points at

Pick a single outcome: fund the account again, log back into MT4/MT5, refresh an expired KYC document, or book a call with an account manager. A sequence that asks for two things in the same week gets neither.

Action: _____

☐ The dormant segment this sequence runs on

Name it the way your CRM or MT4/MT5 export defines it, for example "no trade in 90 to 365 days, balance above minimum lot". Run a separate copy of this template for each segment so you can see which one pays back.

Segment: _____ Accounts: _____

☐ Channels the segment is actually cleared for

Check three separate consent flags per trader, not one marketing flag. A trader who's fine to email may not be fine to call, and SMS usually has its own opt-in. Section 6 covers what to verify.

Call: _____ Email: _____ SMS: _____ (count of cleared accounts)

☐ Sequence length and hard end date

The template runs 14 calendar days from the first email. Shorten it if the segment is small or the offer expires; never let it run open-ended, because touch 10 is where you tell the trader you're stopping.

Start: _____ / _____ End: _____ / _____

☐ Daily cap for the first five days

Start with a cap so a broken merge field or a wrong caller ID reaches a few hundred traders, not the whole book. Lift it once the section 8 checks pass.

Day 1 to 5 cap: _____ / day

☐ Who can pause the whole sequence

One name, reachable during every call window. Pausing calls but leaving SMS running is the usual mess, so the pause has to cover all three tools.

Name: _____ Phone: _____

2 What each channel does

Each channel gets one job. When email starts trying to persuade and SMS starts trying to explain, the sequence turns into noise and the opt-outs climb.

CHANNEL	JOB IN THIS SEQUENCE	USE IT FOR	DON'T USE IT FOR	CONSENT TO CHECK
AI call	The conversation: find out what changed, answer the trader's question, take the action or book the human	Asking why they stopped trading, handling objections, live handoff to an account manager, KYC and deposit walkthroughs	Delivering links, reading out terms, chasing a trader who already said no	Marketing call consent per jurisdiction, DNC and internal suppression, calling hours
Email	Setup and reference: tell them a call is coming, then leave the detail they can act on later	The heads-up before day 1, what's new since they left, the deposit or KYC link, the close-out note	Urgency, countdown offers, anything a trader has to reply to	Marketing email opt-in or existing-customer basis, working unsubscribe link
SMS	The short nudge: missed-call note and a one-line reply prompt	Missed call follow-up within the hour, a single reply-to-book question, the link the trader asked for on the call	Offers, product news, anything over two sentences, first contact with a trader you've never called	Separate SMS marketing opt-in, STOP keyword handling, sender ID rules for the country
Human account manager	The close: takes over once the trader has said yes to something	Callbacks booked by the AI agent, complaints, large-balance accounts flagged in section 1	First contact on a long dormant book (that's what the AI call is for)	Same call consent as the AI call; recording notice if the line is recorded

3 The 14-day sequence

Days count from the first email. Call attempts rotate across three time windows so a trader who never picks up at 10am gets tried at 6pm. Any answered call jumps to the branches in section 5 and the remaining touches are cancelled or replaced.

☐ Confirm the call attempt count and gaps against your cadence template

Four attempts over 12 days is the default here. If your Forex Reactivation Call Cadence Template says three, drop call 3 and keep the day 12 courtesy close, because that last call is the one that produces clean opt-outs instead of complaints.

Attempts: _____ **Windows:** _____ / _____ / _____

☐ Set the send hour for every email and SMS in the trader's local time

Pull the country from the CRM, not from the phone prefix alone. An SMS that lands at 2am local is the fastest way to a STOP and a complaint.

Email hour: _____ **SMS hour:** _____ (local)

DAY	CHANNEL	INTENT	WHAT IT SAYS OR DOES	SKIP OR STOP IF
Day 0	Email 1	Warm the number	From a named person at the brokerage: we noticed the account has been quiet, someone will call in the next few days, here's the number that will show on their phone, reply or unsubscribe if they'd rather not.	No email consent; hard bounce; unsubscribe (cancel email only, calls continue if separately consented)
Day 1	AI call 1	Reach and listen	Opens with the AI disclosure and the brokerage name, asks whether they're still trading and what changed. Takes the section 1 action if the trader is ready; otherwise books a callback.	Trader is outside legal calling hours; number on DNC or suppression list; email 1 reply said don't call
Day 1	SMS 1	Missed-call note	Sent within the hour if call 1 wasn't answered: who called, why, and one line to reply YES for a callback or STOP to end contact.	No SMS consent; call 1 was answered; country restricts marketing SMS
Day 3	AI call 2	Second window	Same opening, different time of day. If SMS 1 got a YES, this becomes the booked callback instead of a cold attempt.	Call 1 answered; opt-out on any channel; trader replied STOP
Day 4	Email 2	What's new since they left	Three things that changed since their last trade: platform, instruments, spreads or funding methods. One link to the section 1 action. No countdown, no bonus language unless compliance has signed it.	Email 1 unsubscribe; any answered call already recorded an outcome

DAY	CHANNEL	INTENT	WHAT IT SAYS OR DOES	SKIP OR STOP IF
Day 6	AI call 3	Third window	Evening or weekend attempt where legal. Shorter opening: still trading? Want a call back or should we leave the account as it is?	Either earlier call answered; max attempts in your cadence template is lower than 4
Day 7	SMS 2	One question	One line: is the account worth keeping open? Reply YES for a call back, STOP to end contact. Nothing else.	SMS 1 got any reply; no SMS consent; opt-out recorded anywhere
Day 10	Email 3	Practical help	Removes the practical blocker: how to refresh KYC, funding methods available in their country, the account manager's name and direct line. One link.	Unsubscribe; an outcome is already recorded from a call or reply
Day 12	AI call 4	Last attempt	Courtesy close: we've tried a few times, we'll stop calling after today, would you like the account kept open or closed? Records the answer and the reason.	Any earlier answer; opt-out; segment cap on attempts reached
Day 14	Email 4	Close-out	We'll stop reaching out. One link to the section 1 action that stays live, and the account manager's contact. Marks the trader unreachable in the CRM.	Unsubscribe; already reactivated; already marked do not contact

4 Message intent and wording per touch

Write the actual words here, then send this section to compliance. The AI agent gets the opening line and the objection answers; the email and SMS tools get the rest.

☐ AI disclosure and opening line for call 1

State that it's an automated call from your brokerage in the first sentence, then the reason for calling in the second. Confirm the exact disclosure wording with compliance; requirements differ by jurisdiction and it should be there anyway.

Opening: _____

☐ The one question the agent asks after the opening

Keep it open: what made you stop trading with us? The answers (moved brokers, lost money, life got busy, KYC hassle, spreads) each get a scripted response in your objection handling flow.

Question: _____

☐ Email 1 subject line and sender name

A real person's name in the from field and a plain subject like "A call from [brokerage] this week". Say which number will show on their phone so the call isn't screened as spam.

From: _____ Subject: _____

☐ **SMS 1 missed-call text, under 160 characters**

Brokerage name, why you called, YES to book a call back, STOP to end contact. Count the characters including the sender ID if your country replaces it with a long number.

Text: _____

☐ **Email 2: the three things that changed**

Specific and true: a new instrument list, a platform version, a funding method now available in their country. No bonus or deposit incentive here unless it has gone through financial promotion review.

1: _____ **2:** _____ **3:** _____

☐ **SMS 2 one-line question**

One question, two reply keywords. If you can't fit it in one line, it belongs in an email.

Text: _____

☐ **Call 4 courtesy close and email 4 close-out wording**

Both say the same thing: we'll stop, here's how to reach us if you change your mind. Traders who hear a clear ending complain less and come back on their own terms.

Close line: _____

☐ **Offer or incentive wording, if any**

If the sequence carries any incentive (spread reduction, fee waiver, credit), write it once here and use the identical wording in every channel. Mismatched offer wording across call, email and SMS is a compliance finding waiting to happen.

Offer: _____ **Reviewed by:** _____

5 Stop and branch rules

A trader who answers on day 1 must not get email 2 on day 4 as if nothing happened. Each trigger below cancels what's left of the sequence and starts something specific, and the CRM update is what makes the other tools see it.

☐ **Test every row with an internal number before launch**

Answer call 1 from a staff phone, say "not interested", and confirm email 2 never arrives. Then reply STOP to SMS 1 from another staff phone and check all four systems show do-not-contact the same day.

Tested by: _____ **Date:** _____ / _____

TRIGGER	WHAT STOPS	WHAT STARTS	CRM STATUS	WITHIN
Trader takes the section 1 action on the call	All remaining touches	Account manager confirmation email; deposit or login check in MT4/MT5 after 48 hours	Reactivation: action taken	same day
Trader asks for a callback	All remaining AI calls and SMS	Human callback at the agreed time; one reminder email the morning of	Reactivation: callback booked	____ hours

TRIGGER	WHAT STOPS	WHAT STARTS	CRM STATUS	WITHIN
Trader asks for a deposit or KYC link	Emails 2 and 3	Link by SMS or email; one AI check-in call if nothing happened after ____ days	Reactivation: link sent	15 minutes
Trader replies YES to SMS 1 or 2	Next cold call attempt	That attempt becomes a booked callback in the next available window	Reactivation: callback requested	next window
Trader says not interested on any call	Every remaining touch on every channel	Nothing this campaign; record the reason given	Reactivation: declined	same day
Trader says stop, STOP keyword, or unsubscribe with a do-not-contact request	Every channel, every campaign	Suppression across calling platform, email tool, SMS tool and CRM	Do not contact	same day
Unsubscribe from email only	Emails only	Calls and SMS continue only if separately consented; confirm with compliance	Email: unsubscribed	same day
Complaint or dispute raised	Every remaining touch	Compliance or support reviews the recording and replies	Support: escalated	____ hours
Wrong number or number no longer theirs	Every channel	Flag the record for data cleanup; do not re-import	Data: invalid number	same day
Hard email bounce	Emails only	Calls and SMS continue; flag the email for cleanup	Email: bounced	same day
Day 14 reached, no contact	The sequence	Move to the quarterly courtesy check or close the account per your policy	Reactivation: unreachable	day 14

6 Consent and compliance notes per channel

What to verify and who signs. These are review items, not legal conclusions; confirm each one with your compliance officer or counsel for every jurisdiction in the segment.

☐ Confirm the lawful basis for marketing calls in each country in the segment

GDPR and the national ePrivacy rules decide whether an automated marketing call to an existing customer needs prior consent or can rest on another basis, and it differs by member state. List the countries, and for each one write down the basis and who confirmed it.

Countries: _____ Confirmed by: _____

☐ **For any US numbers, confirm TCPA consent status before an AI call or marketing SMS goes out**

TCPA treats automated and artificial-voice marketing calls and texts to mobile numbers as needing prior express consent, and the DNC registry applies on top. If you can't show the consent record for a number, leave it out of the call and SMS touches.

US numbers: _____ With consent record: _____

☐ **Verify SMS opt-in separately from call and email consent**

A marketing email opt-in does not cover SMS in most jurisdictions. Check the SMS flag, make sure STOP works in every language you send in, and confirm the sender ID is registered where the country requires it.

SMS opt-in source: _____

☐ **Check every email against the marketing email rules for the trader's country**

Working unsubscribe link, brokerage name and address in the footer, and a clear basis for emailing a customer who hasn't traded in a year. Where an existing-customer basis is used, confirm the account still qualifies.

Checked by: _____

☐ **Run every message with an offer, incentive or performance claim through financial promotion review**

FCA financial promotion rules, MiFID II conduct rules and their local equivalents cover the call script, the emails and the SMS alike. The AI agent's objection answers count too; export them and include them in the review pack.

Reviewed by: _____ Date: _____ / _____

☐ **Put the AI disclosure at the start of every call and the recording notice where the jurisdiction requires it**

Some countries require both before the conversation starts. Get the wording from compliance and pin it in the agent's instructions so it can't be skipped.

Disclosure wording approved: yes / no _____

☐ **Screen against DNC registries and your internal suppression list before day 0, not day 1**

Email 1 tells the trader a call is coming, so a trader who should never be called must not get email 1 either. Take the union of the CRM opt-out flag, the calling platform's do-not-call list and any national registry.

Screened on: _____ / _____ Removed: _____

☐ **Record channel-level consent and every opt-out in the CRM, with date and source**

One field per channel. When a regulator or a trader asks why they were called, the answer has to come from the record, not from memory.

CRM fields: _____

☐ **Compliance officer or counsel signs sections 3, 4 and 6 before launch**

Sequence, wording and consent basis together. A wording change after sign-off goes back for a second look.

Name: _____ Date: _____ / _____

7 CRM fields and tracking

The sequence only works if all three tools read and write the same trader record. Set these fields up before launch and test the write-back from each tool.

☐ Confirm each tool writes to the CRM within minutes, not on a nightly sync

A nightly sync means a trader who says "not interested" at 9am gets email 2 at 10am. If a tool can only sync nightly, move its sends to the morning after the CRM update.

Calling: _____ min Email: _____ min SMS: _____ min

FIELD	VALUES	WRITTEN BY	READ BY
sequence_status	active / paused / stopped / completed	CRM automation on any section 5 trigger	Calling platform, email tool, SMS tool before every send
last_touch	email1 / call1 / sms1 / call2 / email2 / call3 / sms2 / email3 / call4 / email4	Each tool after sending	Reporting; the next tool in the sequence
last_call_outcome	answered / no answer / busy / voicemail / invalid / declined / callback / action taken / opt out	Calling platform after every attempt	CRM automation deciding the next touch
sms_reply	YES / STOP / other text / none	SMS tool on inbound	CRM automation; calling platform for callback booking
email_status	delivered / opened / clicked / bounced / unsubscribed	Email tool	Reporting; suppression
consent_call / consent_email / consent_sms	yes / no / unknown, with date and source	Onboarding, preference centre, opt-out handling	Every tool before every send
reactivation_result	deposit / trade / login / kyc refreshed / callback held / none	MT4/MT5 or CRM sync, 30 days after the last touch	Section 8 review
call_minutes	Total AI call seconds for this trader	Calling platform	Cost per reactivated trader in section 8

8 Review after the first cycle

Hold this on day 15 with the numbers from section 7. Decide per channel, not for the sequence as a whole.

☐ **Connect rate and conversation rate for the AI calls**

Answered calls divided by dialed numbers, and calls over 30 seconds divided by answered calls. Compare traders who got email 1 with any who didn't; if the heads-up email isn't lifting connect rate, drop it.

Connect: _____ **% Conversation:** _____ %

☐ **Reply rate on SMS 1 and SMS 2**

YES replies and STOP replies as separate percentages of delivered messages. A STOP rate that outruns the YES rate means the text is landing as spam; rewrite or remove it.

YES: _____ **% STOP:** _____ %

☐ **Section 1 action rate by channel of last touch**

Which touch was the last one before the trader deposited, logged in or refreshed KYC? This is the number that tells you where to spend next cycle.

Call: _____ **Email:** _____ **SMS:** _____ **Human:** _____

☐ **Cost per reactivated trader**

Total AI call minutes times \$0.35, plus your email and SMS provider costs for the cycle, divided by traders with a reactivation_result other than none.

(_____ min x \$0.35 + \$ _____) / _____ traders = \$ _____

☐ **Opt-out and complaint counts per channel**

Any complaint gets the recording or message pulled and reviewed with compliance before the next cycle starts.

Call: _____ **Email:** _____ **SMS:** _____ **Complaints:** _____

☐ **Segment decision**

Continue the sequence as is, change one touch, or retire the segment. Change one thing per cycle so you can tell what did it.

Decision: _____ **Changed:** _____

How to use this template

1. Fill section 1 with the person who owns the reactivation number, and run a separate copy for each dormant segment.
2. Count the accounts cleared for each channel using the section 6 checks, and remove every suppressed or unconsented number before day 0.
3. Write the actual words in section 4, then send sections 3, 4 and 6 to your compliance officer for sign-off.
4. Build the section 7 fields in the CRM, connect the calling platform, email tool and SMS tool to them, and test every section 5 row with staff numbers.
5. Run days 0 to 14 at the section 1 daily cap, then hold the section 8 review on day 15 before lifting the cap or starting the next segment.

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

We'll size your dormant book per channel, map the CRM flow between calls, email and SMS, and scope a pilot sequence you can run within about two weeks.

topcalls.ai/book