

CHECKLIST

Incomplete Registration Follow-Up Checklist

A printable checklist for recovering incomplete forex registrations: funnel stages, call timing, goals per stage, consent checks and what to measure.

WHO IT IS FOR

Onboarding, retention and sales ops leads at forex and CFD brokerages who own the sign-up to first-deposit flow.

TIME TO COMPLETE

About 45 minutes

Sign-ups that stall between account creation and first deposit are the cheapest accounts you'll ever recover, because you already paid to acquire them. This checklist walks your onboarding team through the registration funnel stage by stage: where traders stop, when to call, what each call has to achieve, what consent you need before dialing, and how to prove the calls paid off. Work through it once and you'll have a follow-up process you can run every day, by hand or with an AI voice agent.

1 Map the funnel stages

You can't follow up on a drop-off you can't see. Pull the stages from your CRM or trading platform back office, not from memory.

☐ Write down every step between the landing page and the first trade

A typical broker funnel: email captured, account created, phone verified, profile and appropriateness questionnaire, ID uploaded, KYC approved, first deposit, first trade. Yours may have more. List what your system actually records, not what the product diagram says.

☐ Pull last month's count of accounts sitting at each stage

Export from the CRM or the MT4/MT5 manager. If a stage has no timestamp in your data, you can't measure it and can't trigger a call on it. Fix that before anything else.

☐ Calculate the drop-off between each pair of stages

Divide the count at the next stage by the count at the current one. The biggest gap is where the first calling campaign goes.

% lost per stage

☐ Tag each stage with the reason traders stop there

Ask support and onboarding staff. Common ones: ID photo rejected, questionnaire too long, unsure about the minimum deposit, waiting for a promotion, simply forgot. The script for each stage depends on this list.

☐ Mark which stages may be nudged and which are inform-only

A failed appropriateness test is not a stage to push someone through. Flag those as inform-only and confirm the split with your compliance officer.

☐ Pick the two stages you'll start with

Usually 'account created, no ID upload' and 'KYC approved, no deposit'. Don't launch on every stage at once; you won't know which one worked.

2 Set the timing windows

Speed matters more than script at the top of the funnel. Lower down, patience matters more.

☐ Set a first-call window for fresh sign-ups who stopped mid-form

Trigger it while the session is still fresh, ideally within the same hour. An AI agent can dial the moment your CRM writes the event; a human desk usually can't.

within _____ minutes

☐ Set a first-call window for accounts stuck at ID upload

Give the trader time to find their documents, then call. Same day or next morning works for most desks. Write the number down so it becomes a rule, not a mood.

within _____ hours

☐ Set a first-call window for KYC-approved accounts with no deposit

Call right after approval, when the account is usable and the trader still remembers why they signed up.

within _____ hours of approval

☐ Decide the retry schedule per stage

Two or three attempts spread over a week is a common shape. More than that turns follow-up into nagging and raises complaint risk.

_____ attempts over _____ days

☐ Block calling hours per country

Set local-time windows for every jurisdiction you register clients in. US numbers fall under TCPA calling-hour restrictions; other markets have their own rules. Confirm the windows with compliance.

☐ Define when a lead leaves the follow-up queue

Deposit made, explicit 'not interested', unreachable after the retry limit, or a compliance flag. Anything without an exit rule stays in the queue forever.

☐ Write down what happens to leads that time out

Move them to a slower email track or the monthly reactivation list, not the bin. Some come back when the market moves.

3 Define the call goal per stage

One goal per call. A call that tries to collect documents, explain margin and pitch a deposit does none of them well.

☐ Write the opening line per stage so it names what the trader was doing

'You started opening an account with us this morning and stopped at the ID step' beats 'I'm calling about your account'. The agent reads the stage from the CRM field, never guesses.

☐ List the three most likely objections per stage and one answer each

Keep answers factual: minimum deposit, accepted documents, review time. No statements about returns or promotions unless compliance has approved the exact wording.

☐ Decide what the agent may send during the call

Upload link, deposit page link, support email. Nothing else. Every link goes out through the SMS sender your compliance team already approved.

☐ Set the maximum call length per stage

A document reminder is a two-minute call. If it runs longer, the script is doing too much.

_____ minutes

☐ Fix the disclosure line the agent says at the start

The trader should know they're speaking to an AI agent calling on behalf of your brokerage. Get the wording signed off by compliance, then never let script edits touch it.

STAGE	CALL GOAL	SUCCESS OUTCOME	HAND OFF TO A HUMAN WHEN
Form started, not submitted	Find out what stopped them and get the form finished	Account created during or right after the call	They ask about regulation or account types you haven't approved a script for
Account created, no ID upload	Explain which documents are accepted and send the upload link by SMS	Upload link opened within 24 hours	Their documents were rejected twice already
ID uploaded, KYC pending	Set expectations on review time and confirm contact details	Trader knows the timeline and raises no support ticket	KYC has been pending longer than your published review time
KYC approved, no deposit	Walk through funding methods and the minimum deposit for their account type	Deposit started or a callback booked	They ask about promotions, margin rates or anything that counts as a financial promotion
Deposit attempted, failed	Explain why it failed and offer another payment method	Second deposit attempt within 48 hours	The decline reason isn't in the script
Funded, no first trade	Offer a platform walkthrough and check the terminal login works	Terminal login confirmed or a walkthrough booked	They report a technical fault on MT4/MT5

4 Check consent and suppression before the first dial

A stalled sign-up gave you a phone number, not necessarily permission to call it. Verify before you build the list.

☐ **Locate where phone-contact consent is captured in your sign-up flow**

Find the exact checkbox or form field and the timestamp your system stores. If it's a pre-ticked box or buried in the terms, raise it with compliance before calling anyone.

☐ **Separate service calls from marketing calls in your own definitions**

Helping someone finish a form they started reads differently from pitching a deposit. Ask the compliance officer which of your stages count as marketing under GDPR, the FCA financial promotion rules or your local equivalent, and treat those stages more strictly.

☐ **Run every list against your do-not-call and unsubscribe records**

Include internal opt-outs, national registries where they apply, and traders who complained before. Do this on every run, not once at launch.

☐ **Confirm the rules for US numbers with counsel**

TCPA and the TSR restrict automated and AI-voice calls to US numbers. If you onboard US clients, leave those numbers out until counsel has signed off on the consent you hold.

☐ **Check jurisdiction-specific rules for every country on the list**

MiFID II firms, FCA-regulated firms and offshore entities carry different obligations on client communications. Keep a per-country column in the list and a named approver for each.

☐ **Write the AI disclosure and the recording notice you'll use**

Some jurisdictions require telling the trader the call is recorded; some require consent to it. Write both variants and map them to countries.

☐ **Set a retention period for call recordings and transcripts**

Match it to your existing client-communication retention policy. Confirm the period with compliance and write it into the campaign settings.

_____ months

☐ **Get a written sign-off before launch**

One line from the compliance officer or counsel naming the stages, countries and scripts approved. Keep it with the campaign record.

5 Route every outcome back to the CRM

The call is only useful if the result lands where the next person can act on it.

☐ **Map each call outcome to a CRM field or status**

Reached and completed, reached and declined, callback booked, voicemail, wrong number, do not call. Every outcome needs a home or it gets lost.

☐ **Define the human handoff trigger and who receives it**

Name the desk, the channel (CRM task, Slack, email) and the response time. A trader who asked for a callback and never got one is worse off than one you never called.

☐ **Push opt-outs and consent changes to the master record within minutes**

An opt-out captured on a call has to stop the next attempt in the retry schedule. Test this before launch, not after the first complaint.

☐ **Send the trader whatever the agent promised**

Upload link, deposit page, walkthrough booking. Automate the send from the call outcome so nobody has to remember.

☐ **Log the recording and transcript against the client record**

Compliance will ask for it. Your onboarding team will use it to learn why people stall.

☐ **Stop the call for anyone who completes the stage on their own**

If the trader deposits at 9:05 and the call fires at 9:10, you look like you aren't watching. Re-check the status right before dialing.

6 Measure recovery as well as calls

Calls made is a cost. Accounts moved to the next stage is the result.

☐ **Record the baseline completion rate per stage before the first call**

Without it you can't tell whether the calls did anything or the market did.

_____ % baseline

☐ **Track stage completion within 7 days of the call, per stage**

_____ % called vs _____ % baseline

☐ **Track first deposits and deposit value from called accounts**

_____ deposits, _____ total

☐ **Calculate cost per recovered account**

Total calling cost divided by accounts that completed the stage. At \$0.35 per minute all-inclusive, a two-minute reminder call costs \$0.70; multiply by the calls it took per recovery to get the real number.

\$ _____ per account

☐ **Compare it with your acquisition cost per funded account**

If recovering a stalled account costs less than acquiring a new one, the campaign pays for itself. Use your own CPA, not a benchmark.

☐ **Review the complaint and opt-out rate per stage weekly**

A rising opt-out rate on one stage means the timing or script is wrong there, not everywhere.

☐ **Listen to ten calls per stage every week**

Read the transcripts for objections you didn't script. Feed them back into the answer list under call goals.

☐ **Hold a monthly review with compliance, onboarding and sales**

Decide together which stages keep getting calls, which move to email, and which script changes need re-approval.

How to use this checklist

1. Print it or copy it into your project tracker and work top to bottom; consent and timing depend on the stages you pick, so the order matters.
2. Pull real counts from your CRM or back office for the stage map before you touch any script.
3. Get compliance sign-off on the call goals and consent sections before building the first list.
4. Launch on two stages, run for two weeks, then extend using the measurement section.
5. Revisit the checklist every quarter or whenever the sign-up flow changes.

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

We'll map your registration stages to call triggers, size the stalled-account backlog and sketch the CRM write-back, so you leave with a pilot scope.

topcalls.ai/book