

Trader Reactivation Pilot Scoping Worksheet

Worksheet for brokerages: scope a low-risk AI calling pilot with list size, segments, markets, success criteria, a \$0.35/min budget and a go/no-go rule.

WHO IT IS FOR

Retention, ops and marketing leads at forex and CFD brokerages
planning a first AI voice reactivation pilot

TIME TO COMPLETE

40 minutes

This worksheet turns a vague 'let's test AI calls on the dormant book' into a pilot someone can sign off. You pick the segments and markets to include, cap the list, write the success criteria before the first dial, cost the minutes at \$0.35 per minute, and fix the timeline and the go/no-go rule. Filled in, it's a two-page scope that ops, compliance and finance can approve in one meeting.

1 What the pilot has to prove

A pilot answers one question. Write it down here so the results can't be reinterpreted later.

☐ **The one question this pilot answers**

Keep it narrow: 'Can AI calls bring funded traders who went quiet 90 to 180 days ago back to a deposit at an acceptable cost?' is testable. 'Does AI calling work for us?' isn't.

Question: _____

☐ **What counts as a reactivated trader**

One event, fixed for the whole pilot: a deposit above a minimum, a closed trade, or both. Logins and app opens don't count; they make a weak pilot look good.

Event: _____ **Min deposit: \$** _____

☐ **Attribution window after the last call attempt**

Days after the final attempt in which a deposit or trade still counts. Pick it now and don't move it, or the go/no-go in section 7 has nothing to compare against.

_____ **days**

☐ **What's deliberately out of scope**

Name what you're not testing: offers, new markets, human handoff, inbound. A pilot that tries to test four things at once usually proves none of them.

Out of scope: _____

☐ Pilot owner and decision maker

The owner runs it day to day. The decision maker signs the go/no-go. They can be the same person, but write both names.

Owner: _____ Decides: _____

2 List size and segments

Small enough to be safe, big enough to read. Cap the list, then decide which slices of the dormant book get in.

☐ Total dormant accounts available after suppression

Count after removing DNC entries, withdrawn consent, open complaints, blocked or under-review accounts and anyone your compliance team excludes. This is the pool, not the pilot list.

_____ accounts

☐ Pilot list cap

Pick a number you can afford to be wrong about. A useful floor is enough accounts that 20 reactivations would be a clear signal rather than noise; if 20 reactivations needs a list bigger than you're comfortable with, shrink the question, not the maths.

_____ accounts (_____ % of the pool)

☐ Segments included, with account counts

Two or three segments at most. Recently quiet and funded traders are the usual first pick because they already passed KYC and know the platform. Registered-never-funded is a different campaign with different consent questions.

1: _____ (_____) 2: _____ (_____) 3: _____ (_____)

☐ How the segment tag reaches the calling platform

A column in the upload file or a CRM field the platform reads. Without it you'll get one blended result and won't know which segment to scale.

Column or field: _____

☐ Holdout group

A slice of each segment you don't call, so you can see how many would have redeposited anyway. Ten to twenty percent of each segment is common; write the size and who keeps the list.

_____ % held out, kept by: _____

☐ Source system and export owner

MT4/MT5 manager export, the CRM, or the data warehouse. One person owns the export and the phone-number format check (E.164, one number per account).

Source: _____ Owner: _____

3 Markets and languages

Each market adds a language, a calling window, a caller ID and a compliance review. Start with one or two, not the whole footprint.

☐ Markets in the pilot

Countries or regions, with the account count for each. A pilot in one market with a clean read beats three markets with unclear results.

1: _____ (_____) 2: _____ (_____)

☐ Language per market

The language traders actually speak to your support team in, not the one on the marketing site. Topcalls covers up to 78 languages end to end; check the specific ones you need are on the list before you commit.

Market 1: _____ Market 2: _____

☐ Calling window per market, local time

Set it in the trader's time zone, inside the hours your regulator and your own policy allow for outbound calls. Write the window and the days of the week.

Market 1: _____ to _____ Market 2: _____ to _____

☐ Caller ID and number origin

A local number in each market usually connects better and looks less like spam. Note whether you have one, or whether the calling platform provides it.

Market 1: _____ Market 2: _____

☐ Compliance review per market

Name the rules that apply (GDPR and PECR-style rules in the EU and UK, FCA financial promotion rules for UK clients, TCPA for the US) and who signs off on the script and the consent basis. Confirm with your compliance officer or counsel; don't rely on the vendor's summary.

Rules: _____ Signed off by: _____

4 Success criteria

Write the numbers before the first dial. Targets set after the results come in aren't targets.

☐ Reactivation rate target

Reactivated traders divided by accounts dialed, using the definition in section 1. Set it from your own past campaigns (email, SMS, human calls) rather than from anyone's benchmark.

_____ % (past best channel: _____ %)

☐ Cost per reactivated trader ceiling

The most you'll pay for one, loaded with human follow-up time. Pull it from finance's figure for what a reactivated trader is worth over the window they use, divided by the value-to-cost ratio you require.

\$ _____ (target ratio _____ : 1)

☐ Connect and conversation floors

Early-warning numbers you can read in the first days, before deposits show up. If connects fall short, it's a list or caller-ID problem; if conversations do, it's the opening line.

Connect _____ % Conversation _____ %

☐ Complaint and opt-out ceiling

The share of dialed accounts who complain or ask not to be called again, above which the pilot pauses without a meeting. Compliance sets this one.

Pause above _____ % Set by: _____

☐ Minimum sample before reading the result

Number of connected calls you'll wait for before anyone draws a conclusion. Reading a 40-call day as a trend is how pilots get cancelled for the wrong reason.

_____ connected calls

5 Budget at \$0.35 per minute

Topcalls bills \$0.35 per minute all-inclusive: voice model, telephony, recording, transcription and analytics, with no per-seat, setup or bundle fees. So the calling budget is minutes times 0.35, and the work is estimating minutes.

☐ Worked example, illustrative only

1,000 accounts x 3 attempts x 1.5 minutes = 4,500 minutes. 4,500 x \$0.35 = \$1,575 for calling. Add 20 hours of follow-up at \$25 = \$500 and 4 hours of data work at \$30 = \$120, and the pilot costs \$2,195 all in. Replace every input with your own.

Your total: \$ _____

☐ Budget ceiling and who approved it

The number above which the pilot stops, regardless of how promising it looks. Written approval, one name.

Ceiling \$ _____ Approved by: _____

☐ Break-even reactivations

Total pilot budget divided by net revenue per reactivated trader from finance. That's how many traders the pilot needs to bring back to pay for itself; compare it with the rate target in section 4 times accounts dialed.

\$ _____ / \$ _____ = _____ traders

☐ Offer cost, if any

Only if you're testing one, and only where it's permitted for the trader's jurisdiction; several regulators restrict trading incentives for retail clients. Confirm with your compliance officer before budgeting it.

\$ _____ per redeemed offer, or none

LINE	FORMULA	YOUR NUMBER
Accounts dialed	Pilot list cap minus holdout	_____
Attempts per account	Retries you allow before giving up	_____
Average minutes per attempt	Include short unanswered attempts in the average	_____ min
Total calling minutes	Accounts x attempts x minutes per attempt	_____ min
AI calling cost	Total minutes x \$0.35	\$_____

LINE	FORMULA	YOUR NUMBER
Human follow-up	Callback and deposit-help hours x loaded rate	\$____
List and data work	Export, suppression, number checks	\$____
Total pilot budget	Sum of the three cost lines	\$____

6 Timeline

Short enough that the decision maker is still the same person at the end. Most pilots fit in four to six weeks including the attribution window.

☐ Prep: list export, suppression, script and compliance sign-off

Usually the longest stretch, because compliance review and the CRM export sit with other teams. Start it first.

From _____ / _____ to _____ / _____

☐ Soft launch: first small batch

A few hundred accounts over one or two days, so you can listen to recordings and fix the opening line before the full list burns through.

_____ accounts on _____ / _____

☐ Full pilot dialing period

The days the rest of the list is called, including retries. Keep it inside two weeks so week-one and week-two results are comparable.

From _____ / _____ to _____ / _____

☐ Attribution window closes

Last dial date plus the window from section 1. Nothing is read as final before this date.

_____ / _____

☐ Go/no-go meeting

Booked now, with the decision maker, for the week after the window closes. Attendees: owner, finance, compliance, whoever runs the CRM.

_____ / _____ at _____ Attendees: _____

7 Go/no-go rule

Three outcomes, agreed in advance, so the meeting in section 6 is a reading of results and not a debate.

☐ Which segment scales first on a Go

Decide the rule now: the segment with the lowest cost per reactivated trader, unless compliance flags it. Naming the rule stops a Go from turning into a second scoping meeting.

Rule: _____

☐ What you'll change on an Adjust

Only one thing per rerun: opening line, retry count, calling window, or segment mix. List the candidates now, in order.

1: _____ 2: _____ 3: _____

☐ Sign-off

The decision maker from section 1, plus finance for the budget lines and compliance for the markets and the complaint ceiling. Dated.

Decision: _____ Finance: _____ Compliance: _____ Date: _____

OUTCOME	CONDITION	WHAT HAPPENS NEXT
Go	Reactivation rate at or above target AND cost per reactivated trader under the ceiling AND complaints under the ceiling	Scale to the next segment or market; write the scale plan
Adjust and rerun	One criterion missed by a margin you'd expect to close with a script, retry or segment change	One change, a second batch of ____ accounts, same criteria
No-go	Two or more criteria missed, or complaints over the ceiling at any point	Stop, document what was learned, revisit in ____ months

How to use this worksheet

1. Fill section 1 alone first, then read the question out loud to the decision maker; if they'd phrase it differently, fix it before anything else.
2. Pull the suppressed pool count and segment sizes from your CRM or MT4/MT5 export for section 2, and set the holdout before the list is uploaded anywhere.
3. Take sections 3 and 4 to compliance and finance in one sitting: markets, rules, calling windows, the complaint ceiling and the cost ceiling.
4. Run the section 5 table with your own attempts and minutes per attempt, then check break-even reactivations against the rate target.
5. Book the go/no-go meeting from section 6 today, and have every signatory in section 7 initial the rules before the soft launch.

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

We'll size your dormant book, estimate pilot minutes at \$0.35 per minute for the segments and markets you pick, and map how deposits flow back from MT4/MT5 or your CRM so the go/no-go is measurable.

topcalls.ai/book