BUSINESS SOLUTIONS

Dormant Customer Reactivation Review

Identify and re-engage valuable past customers to recover lost revenue, build stronger relationships and create new opportunities.



The challenge

Many businesses have a significant number of past customers who no longer buy, even though there is untapped potential for repeat business, additional sales and long-term value.

How SBS helps

SBS provides a focused review of your customer base to identify dormant customers, understand the reasons for inactivity and recommend practical, targeted actions to re-engage them and recover revenue.

Key benefits

- Recover lost revenue from existing customers
- Create new sales and cross-sell opportunities
- A practical, cost-effective way to drive growth

How SBS works

A structured, three-stage approach that turns analysis into practical results.

Evidence → Decision → Action

Focused Review — £1,250

FIXED FEE · DEFINED SCOPE

Agreed review boundary

One business line; up to 100 accounts from one prepared export, with agreed inactivity and suppression rules.

Included deliverables

Customer-segment findings, top three reactivation priorities and a 30-minute management read-out.

Comprehensive Review

FIXED QUOTATION TO SCOPE

Expanded investigation

Multiple segments or regions, deeper CRM analysis, account-owner interviews and an approved re-engagement plan.

Before work begins

Agree scope, deliverables, timing and fixed fee in writing.

SBS consultancy only • Technical implementation separately scoped and quoted by specialist partners.

Take the next step

Arrange a confidential discussion with SBS to explore how a Dormant Customer Reactivation Review can unlock new value from your existing customer base.