

Autoship Retention Job Aid

Greeting:

“Thank you for being a valued [brand] autoship customer, how can I help you?”

Cancellation reasons dispositions:

Disposition	Reasons
AS Cxl never wanted	<ul style="list-style-type: none"> • Didn't sign up • Claims fraud • Doesn't remember
AS Cxl No longer need	<ul style="list-style-type: none"> • Pet no longer takes meds • Pet has been changed to a different Rx
AS Cxl Deceased pet	<ul style="list-style-type: none"> • Pet is deceased or is terminally ill
AS Cxl order delay	<ul style="list-style-type: none"> • Order delayed due to rx approval • Shipping delays
AS Cxl Procedural issues	<ul style="list-style-type: none"> • Order not generating • Wrong item received • Autoship coming too late • Wants to manually control when they get their products • Shipping issues (address issues, lost or damaged)
AS Cxl Qty	<ul style="list-style-type: none"> • Has too much quantity and wants to order when they run out
AS Cxl Pricing	<ul style="list-style-type: none"> • Found cheaper price • We are more expensive than the vet • Didn't understand 1st time pricing • Switching to a competitor
AS Cxl Inventory	<ul style="list-style-type: none"> • Product on back order • Short expiration date
AS Save	<ul style="list-style-type: none"> • Customer decided not to cancel their autoship

Suggested Verbiage:

When a customer wants to cancel and doesn't give you a reason up front:

"I'm sorry to hear you are cancelling your autoship for (product name), what's causing you to make this change?"

If they decline to answer, a follow-up statement, like the following should be used to offer help:

"I'll be glad to help you cancel your autoship; however, if there is an issue that needs to be addressed, I would like an opportunity to take care of it for you."

Customer doesn't remember/ claims fraud:

"I'm very sorry for the error, I will take care of processing an immediate refund/ order cancellation (if not shipped) for you and I will cancel all future orders."

Once the customer has relaxed and the issue is resolved:

"Does your pet still use x item?" if yes, educate them on how autoship saves them in the future.