Why Return | detailed learning outcomes

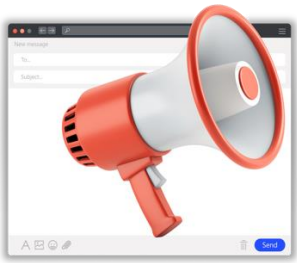| Module	Visual concept	Learning outcome	Key content	Runtime
Focus your win-back efforts		Target the lost customers that are most likely to return.	• The three most common reasons customers leave • How to prioritize your lost customers	10 minutes
Learn why your customers left		Use debrief conversations to discover why your customers left.	• How to conduct a debrief call • The importance of capturing loss reasons	10 minutes
Choose the right email message		Use the message framework that aligns with your customer's reason for leaving.	• Research into what message works best for each lost customer type • Which message to use if you're not sure why they left	15 minutes

Module	Visual concept	Learning outcome	Key content	Runtime
Craft a compelling email		Secure meetings with emails that capture your lost customers' attention.	• The structure of your winning email • Message components to include for each lost customer type • Email pro tips to drive response rates	20 minutes
Choose the winning conversation		Re-engage your lost customer with a conversation framework based on decision science.	• The structure of your win-back conversation • Make a persuasive case	25 minutes
Avoid the danger zones		Recognize which parts of your conversation to avoid and which parts to emphasize when you're not 100% clear on your customer's loss reason.	• Research into which parts of your conversation to **avoid** and which parts to **highlight** when you're not 100% clear on your customer's loss reason • Which re-engagement option to propose to drive positive outcomes	10 minutes