

**CREATING
FLAWLESS
SYSTEMS
IN YOUR
STUDIO**

DSO

INNER CIRCLE

Dance Studio Systems Playbook



Last Updated: 15 August 2016

Created By: Clint

Status: Approved

FN #001 - Following Up Skipped Direct Debit Payments

Purpose: To make sure that our customers will receive an urgent email every time their direct debit payment fails.

Process:

Office Manager will receive skipped payment notification from the direct debit company.

Check name in studio software and add a note to the file.

Office Manager to send email (copy CEO)

Skipped payment - Urgent (this should be a link to the email)

Add date when email was sent in customer file

If member updated their account do nothing.

If member does not update their account call them and give them a deadline on updating credit card details.

Checklist:

- ☐ Skipped payment notification
- ☐ Check name in studio software
- ☐ Send skipped payment email
- ☐ Follow up with a phone call if account is not updated.

EMAIL TEMPLATE

Hi [FName],

Hope you're well. We have just received an email from [Payment Processor] saying that your credit card details need to be updated within 24 hours to ensure your account stays active with us and your child can continue to enjoy dance classes. Maybe your card has recently expired or you have a new card?

Please update your payment details here and inform us once you have done so to ensure you update your account.

Please let us know if you have any questions by calling us on [phone number] or responding to this email.

Best regards,

[Office Manager Name]