

Cleaning Customer Win Back Templates

Practical cleaning business template • Customize fields before use

Brand customization: This TidyOps-branded example shows a finished presentation. Replace the logo, colors, company details, and placeholders with your own brand before use.

former residential customers, paused recurring customers, one-time customers who have not rebooked, and dormant commercial accounts.

It's a strong resource because many cleaning companies keep spending money acquiring new leads while sitting on a list of people who already know the business.

Cleaning Customer Win-Back Email & Text Templates

Template ID: TPL-MKT-004

Version: 1.0

Updated: September 2026

Provided by TidyOps

1. Simple Past-Customer Win-Back Email

Subject: Need cleaning help again?

Hi [First Name],

It's been a while since we last cleaned for you, so I wanted to check in.

If you need help with cleaning again, we'd be happy to see what availability we have.

You can request service here:

[Booking / Estimate Link]

Or just reply and let us know what you need.

Thanks,

[Sender Name]

[Company Name]

2. Simple Win-Back Text

Hi [First Name], this is [Sender Name] from [Company Name]. It's been a while since we last cleaned for you. If you need cleaning help again, you can request service here: [Link]

3. Former Recurring Customer

Subject: Would you like to restart your cleaning service?

Hi [First Name],

I wanted to check whether you'd like to restart your cleaning service with [Company Name].

Your previous schedule was:

Service: [Service Type]



Frequency: [Previous Frequency]

If your needs have changed, we can also look at a different frequency or service.

Reply to this email or use the link below to get started:

[Link]

Thanks,

[Sender Name]

4. Paused Customer

Subject: Ready to resume cleaning?

Hi [First Name],

When we last spoke, your cleaning service was paused.

I wanted to check whether you're ready to resume service.

If so, reply here and we'll review current availability and pricing.

[Contact / Scheduling Link]

Thanks,

[Company Name]

5. Seasonal Customer Reactivation

Subject: Time to get your cleaning back on the schedule?

Hi [First Name],

We're reaching the time of year when you previously used [Company Name] for [Service Type].

If you'd like cleaning service again this season, we'd be happy to check availability.

[Request Service Link]

We look forward to hearing from you.

[Company Name]

6. One-Time Customer Rebooking

Subject: Ready for another cleaning?

Hi [First Name],

Thank you again for choosing [Company Name] for your previous [Service Type].

If it's time for another cleaning, you can request your next service here:

[Booking Link]

If you'd rather set up recurring cleaning, we can also provide current options for weekly, biweekly, every-four-week, or other available schedules.

Thanks,

[Sender Name]

7. Deep-Clean Customer to Recurring Service

Subject: Keep your home easier to maintain

Hi [First Name],



It's been [Time Period] since we completed your deep cleaning.

If you'd like help maintaining the home, we can look at recurring cleaning options based on your current needs.

Available frequencies may include:

Weekly

Every two weeks

Every four weeks

Custom schedules

Request an updated estimate here:

[Estimate Link]

Thanks,

[Company Name]

8. Move-In Customer Follow-Up

Subject: Settled into your new home?

Hi [First Name],

We hope you're settling into your new home.

Since [Company Name] helped with your [move-in / initial] cleaning, I wanted to let you know that we also offer recurring cleaning if you'd like help maintaining the property.

You can learn more or request an estimate here:

[Link]

Thanks,

[Sender Name]

9. Former Customer — Needs May Have Changed

Subject: Has anything changed with your cleaning needs?

Hi [First Name],

It's been a while since we last worked with you.

If your cleaning needs have changed, we'd be happy to prepare an updated service option.

We can review things like:

Service frequency

Cleaning scope

Add-ons

Property changes

Scheduling needs

Reply here or request an updated estimate:

[Link]

Thanks,

[Company Name]



10. Price-Related Cancellation

Do not assume the old price is still available.

Subject: Checking in from [Company Name]

Hi [First Name],

I wanted to check in since we haven't cleaned for you in a while.

If you'd like to reconsider cleaning service, we can review your current needs and see what service options are available.

We may be able to adjust the scope or frequency depending on what you're looking for.

[Estimate Link]

Thanks,

[Sender Name]

11. Schedule-Related Cancellation

Subject: Has your schedule changed?

Hi [First Name],

When your cleaning service ended, scheduling was one of the challenges.

I wanted to check whether your availability has changed.

If you'd like to restart service, let us know your preferred days or timing and we'll see what current options are available.

[Contact Link]

Thanks,

[Company Name]

12. Customer Who Moved

Only use when it makes sense geographically.

Hi [First Name],

I hope your move went well.

If your new home is within our current service area and you need cleaning help, we'd be happy to prepare an estimate for the new property.

[Estimate Link]

Thanks,

[Company Name]

13. No Recent Booking

Subject: Still need cleaning help?

Hi [First Name],

We noticed it's been a while since your last cleaning with [Company Name].

If you need another cleaning, you can request service here:

[Booking Link]

If not, no action is needed.



Thanks for choosing us previously.

[Company Name]

14. Commercial Account Reactivation

Subject: Cleaning needs at [Facility Name]

Hi [First Name],

It's been some time since [Company Name] provided cleaning service for [Facility Name].

I wanted to see whether your facility's cleaning needs have changed.

If you're reviewing your current cleaning arrangement or need additional service, we'd be happy to discuss the scope and provide an updated proposal.

Regards,

[Sender Name]

[Company Name]

15. Lost Commercial Proposal Re-Engagement

Subject: Checking in about cleaning at [Facility Name]

Hi [First Name],

We previously prepared a cleaning proposal for [Facility Name], and I wanted to check whether anything has changed with your current cleaning needs.

If you're reviewing service again, we'd be happy to revisit the facility requirements and prepare an updated proposal.

Let me know if a new walkthrough would be helpful.

Regards,

[Sender Name]

16. Property Manager Reactivation

Hi [First Name],

It's been a while since we've handled a cleaning project for you.

If you have upcoming turnovers, move-outs, make-readies, deep cleans, or recurring properties that need support, we'd be happy to check availability.

[Request Service Link]

Thanks,

[Sender Name]

17. Realtor Reactivation

Hi [First Name],

I wanted to reconnect in case you have any upcoming listings, closings, move-outs, or move-ins that need cleaning.

If something comes up, you can reach us here:

[Contact / Estimate Link]

Thanks,



[Company Name]

18. Vacation Rental Reactivation

Subject: Need turnover cleaning again?

Hi [First Name],

If you're still operating your vacation rental and need turnover cleaning support, we'd be happy to discuss your current schedule and requirements.

[Contact Link]

If you've stopped operating the property or no longer need service, no action is necessary.

Thanks,

[Company Name]

Offer-Based Win-Back Templates

Discounting should be optional rather than the default.

19. Service Credit Offer

Subject: [Offer] toward your next cleaning

Hi [First Name],

We'd love the opportunity to clean for you again.

For eligible returning customers, we're currently offering:

[Offer]

Valid through: [Expiration Date]

[Terms / Eligibility]

If you'd like to schedule service:

[Booking Link]

Thanks,

[Company Name]

20. Percentage Offer

Hi [First Name],

If you've been thinking about booking another cleaning, we're currently offering eligible returning customers ☐% off [Qualifying Service] through [Date].

Details:

[Terms]

Book or request an estimate:

[Link]

[Company Name]

21. No-Discount Win-Back

A win-back campaign does not need an incentive.

Subject: We'd be happy to clean for you again

Hi [First Name],



Thank you for choosing [Company Name] in the past.

If you need cleaning service again, we'd be happy to help.

You can request current pricing and availability here:

[Link]

Thanks,

[Company Name]

Win-Back Segments

Do not send the same message to every former customer.

Useful segments include:

Segment

Suggested Approach

Paused recurring

Resume service

Former recurring

Restart conversation

One-time customer

Rebook

Deep-clean customer

Recurring conversion

Seasonal

Reactivate near expected season

Price cancellation

Reassess scope/frequency

Schedule cancellation

Check new availability

Segment

Suggested Approach

Commercial former client

Account reactivation

Lost commercial proposal

Proposal re-engagement

Realtor / PM

Relationship reactivation

Customers to Exclude

A win-back list should generally exclude customers where contact would be inappropriate.

Examples include:

☐ Customer requested no marketing communication



- ☐ Do-not-contact status
- ☐ Serious unresolved dispute
- ☐ Unresolved damage claim
- ☐ Company terminated relationship for safety reasons
- ☐ Fraud / payment concern
- ☐ Outside current service area
- ☐ Other suppression reason

Win-Back Tracking

Customer

Segment

Last

Service

Contact

Date

Channel

Offer

Result

Email

Results

- ☐ No Response
- ☐ Interested
- ☐ Estimate Requested
- ☐ Booked
- ☐ Recurring Restarted
- ☐ Not Ready
- ☐ Declined
- ☐ Do Not Contact
- ☐ Invalid Contact

Win-Back Metrics

Track:

Customers Contacted:



Responses:

Estimates Requested:

Customers Reactivated:

Recurring Customers Restarted:

Revenue Reactivated: \$

Annual Recurring Revenue Reactivated: \$

Reactivation Rate

Reactivated Customers ÷ Customers Contacted

%

Win-Back Revenue

Don't stop at the first booking.

For reactivated customers, track:

First Reactivation Job: \$

Revenue After 30 Days: \$

Revenue After 90 Days: \$

Recurring ARR Restored: \$

This helps distinguish a one-time promotion from a genuinely recovered customer relationship.

Suggested Win-Back Workflow

Customer becomes inactive

- Record reason
- Set appropriate reactivation date
- Check suppression / eligibility
- Send relevant message
- Follow up if appropriate
- Customer responds
- Prepare updated estimate if necessary
- Book service
- Reactivate customer
- Measure recovered revenue

Personalization Fields

Useful fields include:

[First Name]

[Company Name]

[Previous Service]

[Previous Frequency]

[Last Service Date]



[Property Type]

[Facility Name]

[Offer]

[Expiration Date]

[Estimate Link]

[Booking Link]

[Sender Name]

Marketing & Privacy Notice

Former-customer communications can be subject to email, SMS, telephone, consent, opt-out, privacy, telemarketing, and consumer-protection requirements.

A previous customer relationship does not necessarily mean every type of future marketing communication is permitted indefinitely.

Maintain suppression records and honor applicable opt-out and do-not-contact requests.

Promotion Notice

If a win-back campaign includes a discount, credit, free service, expiration date, minimum purchase, eligibility restriction, or other promotional term, communicate material conditions

clearly.

Avoid creating false urgency or representing an ordinary price as a special discount.

Template Notice

These templates are general business examples and are not legal, privacy, advertising, or marketing-compliance advice.

Customize the messages, timing, eligibility rules, suppression logic, and offers for your business and jurisdiction.

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Provided by TidyOps

For the library:

There's a valuable TidyOps workflow hiding behind this template: when a recurring customer cancels or pauses, store the reason and an appropriate reactivation date at that moment. TidyOps can then build the eligible win-back audience automatically, exclude suppressed customers, personalize the outreach, stop when someone responds, and measure actual recovered revenue rather than just email opens.

Template ID: TPL-MKT-004

Slug: cleaning-customer-win-back-templates

SEO Title: Cleaning Customer Win-Back Templates | Email & Text Examples



Meta Description: Get free cleaning customer win-back email and text templates for

Category: Sales & Marketing

Formats: DOCX, PDF, Copyable Web Templates

Version: 1.0

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Legal Review Flag: Marketing / privacy / promotional communications

Primary CTA: Reactivate Past Customers with TidyOps

Product Route: Customers / Segments / Follow-Ups / Automations / Reporting