

**Example of a Lost Business Recovery Program Letter  
Confluency Solutions, Inc.**

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We're sorry to have lost you as a customer, and would like to learn if there are improvements we can make that will help us not to lose excellent customers in the future. Please take a few moments to answer the five questions below, or feel free to call or email me with comments or questions, my contact information is below.

1. Please indicate, by placing a 1, 2 or 3 next to the choices below, the top three reasons why we lost your business:  
 Price  
 Claim Service  
 Other Service  
 Lack of Contact  
 Inability provide a type of insurance policy you needed  
 Other
2. If price was listed as one of the reasons, what is the approximate difference between our insurance program and your new one?
3. If inability to provide a type of insurance policy you needed is listed as a reason, please indicate that type of insurance?
4. If Other Service is indicated as a reason, would you please provide a few details?
5. Would you be interested in a competitive quote from us in the future?
6. Would you like to receive a phone call to discuss any of your service experiences?

As we add services, and share valuable information about insurance protection with our customers we would like to keep you up to date as well. I hope one day in the near future we can earn back your business.

Very truly yours,  
Agency Owner or Manager