

8 Email Templates to chase your clients outstanding payments

Use this messaging sequence to maximise the chance of recovering a client's missed payment without jeopardising the relationship.



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Struggling to manually process the payment reminders and tired of going through excel spreadsheets to manage the AR? Try the Kolleno platform and see how your cash flow improves!

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Introduction

Are you struggling to communicate to your clients regarding the missed deadline on their invoices?

Are you trying to find the right wording or the right time to make the repayment faster?

Are you tired of going through the invoices, tracking how many you have sent out, and how the message should evolve with the frequency of reminders?

Do not worry, Kolleno has got you covered. We are experts in credit control and accounts receivables management. Kolleno has built the platform that allows automating the invoice chasing and thanks to machine learning technology we are able to suggest the time, tone of voice, messaging, and many more.

Our clients benefit from the Actions Centre where all credit control-related actions are clearly listed for better and faster payment recovery.

This paper shares the 8 sequential payment reminder email templates that worked best for our clients across industries. Use this messaging sequence and maximise the chance of recovering the missed payment from a client without jeopardising your client relationship.

If you would like to learn more about the Kolleno platform and how we can help you to automate the Accounts Receivables management please reach out for a demo.

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Preface

Sequence

The following email templates were used by multiple Kolleno customers to recover outstanding payments faster.

From gentle to firm

The email sequence starts with a gentle reminder and then gradually transitions to a firmer tone of voice. This method ensures clients recognise the need to address unpaid invoices as soon as possible without coming off as abrupt. This is important because sometimes invoices are simply overlooked, and an overly assertive reminder might leave a negative expression.

Thank you note:

Effective communication extends beyond just reminders. It is also about acknowledging and appreciating prompt payments. A timely "thank you" can set a positive precedent, encouraging more consistent payment behavior among B2B clients.

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1. Gentle Reminder

We recommend sending this reminder when the invoice is 5 days before due

Subject: Statement of account - {Customer Name}

Hi {Person First Name}

I hope this email finds you well,

I am writing in relation to the outstanding debt we have on your account, please see the detail of the invoice(s):

{Outstanding invoice table}

Can you please confirm by response that you have received the invoice(s) and when we can expect payment?

Thank you for your assistance.

Kind Regards,

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2. Reminder Follow-up

We recommend sending this reminder when the invoice is 5 days past due date

Subject: Outstanding Debt - {Customer Name}

Hi {Person First Name},

Further to my below email, I cannot see that I have had a response as of yet.

The below invoices have now come past due:

{Overdue invoices table}

Can you please advise as to when we can expect payment? If payment has already been made please provide proof of payment.

Thank you for your assistance.

Kind Regards,

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3. Overdue - Moderate Chaser

We recommend sending this reminder when the invoice is 15 days past due

Subject: Overdue balance – {Overdue amount} – {Customer Name}

Hi {Person First Name},

We currently have an overdue balance of {Overdue balance amount} on your account.

Can you please provide an urgent update as to when we can expect payment?

Please reach out to us if you are experiencing issues making full payment, as we can look into your case and the possibilities of alternative payment arrangements.

I look forward to your response.

Kind Regards,

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4. Overdue - Firm Chaser

We recommend sending this reminder when the invoice is 20 days past due

Subject: Payment confirmation required – {Overdue amount} - {Customer Name}

Hello,

Further to the below email, we have not received a payment or a response in relation to the overdue balance on the account.

Please be advised that an urgent payment is required to bring your account back within payment terms.

I look forward to your response.

Kind Regards,

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5. Overdue Notice

We recommend sending this reminder when the invoice is 25 days past due

Subject: Notice of Overdue Debt – {Customer Name}

Good afternoon/morning,

I am writing in relation to an overdue balance on {overdue amount} with {Law Firm 1}, we have tried to get in contact with you multiple times via phone, email, and SMS.

An urgent payment to clear the full overdue balance is required to reach us within (x) day(s) in order to stop the account from being escalated.

Kindly contact us with confirmation of payment at your earliest convenience.

Kind Regards,

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6. Overdue Notice - Stop of Services

We recommend sending this reminder when the invoice is 30 days past due

Subject: Notice of Overdue Debt – {Customer Name}

Good afternoon/morning,

I am writing in relation to an overdue balance on {overdue amount} with {Law Firm 1}, we have tried to get in contact with you multiple times via phone, email, and SMS.

An urgent payment to clear the full overdue balance is required to reach us within (x) day(s) in order to stop the account from being escalated.

Kindly contact us with confirmation of payment at your earliest convenience.

Kind Regards,

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7. Notice of Escalation

We recommend sending this reminder when the invoice is 45 days past due

Subject: Final Notice of account escalation – {Customer Name}

Good afternoon/morning,

This is an email for {Person Full name} to inform you that your account has now been escalated due to an overdue balance of {Overdue amount}.

Kindly be advised that if payment is not made within (X) days your account will be escalated for reclamation. Please use the provided link {Payment link} for speedy payment.

Once this action is undertaken your account will accrue an additional fee for the reclamation efforts.

Kind Regards,

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8. Notice of Legal action/ Debt collection

We recommend sending this reminder when the invoice is 60 days past due

Subject: Final Notice of account escalation – {Customer Name}

Dear {Full Name},

This email serves as a letter of notice that your account has been passed to the reclamation team.

Please be advised that as this account has been escalated to the reclamation team there is now a surplus charge of (£X) added to the debt owed.

This brings your total balance owed to £XXX, when making payment please ensure you quote ref XXX.

Should you have any queries please contact the reclamation team at {Legal contact details}.

Kind regards,

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About Kolleno

Kolleno is a global, cloud-based, B2B accounts receivable management and cash collection platform for businesses of all sizes.

As a company, we are on a mission to help our clients thrive by empowering them to seamlessly track, monitor and recover outstanding receivables

1. Get data insights and analytics of your Accounts Receivables
2. Automating manual tasks and eliminating errors
3. Benefit from AI-powered and machine learning technology that will suggest the right time, tone of voice, content and channel to expedite the payment of your B2B invoices.

Kolleno is compatible with various popular business tools such as NetSuite, QuickBooks, Xero, Clio, and many more.

