

CUSTOMER CARE CALL CENTER SCRIPTS

FULL PRICED PRE-SEASON AIR CONDITIONING TUNE-UP

Customer That Usually Books Twice a Year: Hello Mr./Ms. Smith, how are you doing today? My name is Dave, and I am calling from (insert company name here). As the weather begins to heat up, we are reaching out to our regular customers to start scheduling our \$79 air conditioning maintenance appointments. Looking at your service history, I see that you are good about maintaining your system well.

By scheduling a tune-up on your air conditioner, we can guarantee a 50% discount on any repairs you might have this summer and will place you in our Priority Service program for quick service on busy days.

Would you like to book now? OK, great, we will be in your area this week, and we can take \$10 off the price of your tune-up if you would like to go ahead and schedule immediately. If not, we can find a time that works best for you.

Customer That Has Not Booked in Two or More Years: Hello Mr./Ms. Smith, how are you doing today? My name is Dave; I am calling from (insert company name here). As the weather begins to heat up, we call our regular customers to schedule our \$79 air conditioning maintenance appointments. Looking at your service history, you are good about maintaining your system but have not scheduled maintenance on your A/C unit in more than two years. Not only is yearly maintenance recommended by all the major manufacturers to ensure maximum efficiency, but the lack thereof can void specific warranties not correctly maintained.

You have never had any trouble in the past and do not see why it is worth it? Well, as part of our “no risk” \$79 tune-up offer, we can guarantee that if you do not save at least \$125 on your energy bills this summer compared to the previous year, we will refund the price of your tune-up. On top of that, we will guarantee 50% off any repairs you might have this summer and place you into our Priority Service program for quick service on busy days.

Would you like to book now? OK, great, we will be in your area this week, and we can take \$10 off the price of your tune-up if you would like to go ahead and schedule immediately. If not, we can find a time that works best for you.

Non-Customer – Cold Call: Hello Mr./Ms. Smith, how are you doing today? My name is Dave; I am calling from (insert company name here). We offer potential new customers a complete A/C tune-up with an impressive \$125 energy savings guarantee, 50% off any repairs you might have through the rest of this summer, and guaranteed priority service on busy days. This limited-time offer is only \$69, which we will refund you, no questions asked, if your energy bills are not at least \$125 less this summer than last. Does that sound interesting to you?

Do not worry about regular maintenance on your system; you deal with it when emergencies arise? Well, not only is this tune-up guaranteed to save you money through our energy savings guarantee, but regular maintenance can prevent costly emergencies that seem to pop up at the absolute worst times. But if any unfortunate emergencies arise this summer, we guarantee you 50% off the cost of repairs by having your system tuned up by (insert company name here).

Would you like to book now? OK, great, we will be in your area this week, and we can take \$10 off the price of your tune-up if you would like to go ahead and schedule immediately. If not, we can find a time that works best for you.