

CUSTOMER CARE CALL CENTER SCRIPTS

DISCOUNTED MID-SEASON AIR CONDITIONING TUNE-UP

Customer Who Hasn't Booked in Two or More Years: Hello Mr./Ms. Smith, how are you today? My name is Dave, and I'm calling from (insert company name here). With warm weather still here, we're offering a mid-season A/C tune-up for just \$59 to customers who haven't had system maintenance in over two years. Looking at your service history, I see it's been two years or more since your A/C and heating systems were serviced. Would you like to schedule an appointment?

You've never had a problem before, so why not have regular tune-ups on your A/C? Along with the discounted price, we guarantee that if you do not save at least \$100 on your energy bills this summer compared to last, we will refund the cost of your tune-up. Additionally, we guarantee 40% off any repairs you may need through the end of summer, plus enrollment in our Priority Service program for quick service on busy days. These incredible benefits, along with the peace of mind from protecting your family against unexpected breakdowns throughout the rest of the summer, are hard to ignore.

Would you like to book now? Great! We will be in your area this week and can offer an additional \$10 off your tune-up if you choose to schedule immediately. If that doesn't work for you, we can find a time that suits you best.

Non-Customer – Cold Call: Hello Mr./Ms. Smith, how are you today? My name is Dave, and I'm calling from (insert company name here). With the weather still warm, we are contacting potential new customers to offer late-season A/C tune-ups for just \$59. This offer includes a \$100 energy savings guarantee this summer compared to last year, 50% off any repairs you may need through the end of winter, and enrollment in our Priority Service program for quick assistance on busy days.

Don't worry about regular system maintenance; you can address it when emergencies arise. Well, not only is this tune-up guaranteed to save you money through our energy savings guarantee, but manufacturers may void warranties on equipment that hasn't been regularly maintained, potentially costing you thousands of extra dollars down the road. Moreover, you will be protecting yourself and your family from unwanted breakdowns.

Would you like to book now? If so, that's great! We will be in your area this week and can offer another \$10 off the price of your tune-up if you want to schedule immediately. If that doesn't work for you, we can find a time that fits your schedule.