

CUSTOMER CARE CALL CENTER SCRIPTS

INEXPENSIVE COMBINATION LATE-SEASON AIR CONDITIONING – HEATER TUNE-UP

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). With the weather still warm but fall and winter approaching, for a limited time, we are offering a late-season joint A/C and Heater tune-up for only \$59 to those customers who have not had system maintenance for over two years. Looking at your service history, I see it has been two years or more since your A/C and heating system maintenance. Would you like to schedule an appointment?

You have never had a problem before, so why have regular tune-ups on your A/C and heating systems? In addition to offering both an A/C and heating tune-up for the price of one, we will guarantee that if you do not save at least \$100 on your energy bills this winter compared to the one past, we will refund the price of your tune-up. Additionally, we guarantee you 40% off any repairs you may need through the end of winter and enroll you in our Priority Service program for quick assistance on busy days. These fantastic benefits plus the peace of mind that comes with protecting your family against carbon monoxide leaks throughout the winter.

Would you like to book now? Great! We'll be in your area this week, and we can offer another \$10 off the price of your tune-up if you'd like to schedule it right away. 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). With the weather still warm but fall and winter approaching, we are calling potential new customers and offering a late-season joint A/C and Heater tune-up for only \$59. This offer includes a \$100 energy savings guarantee this winter 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 service on busy days.

Don't worry about regular maintenance on your system; you'll handle it when emergencies arise. This tune-up guarantees savings through our energy savings promise, but manufacturers might void warranties on equipment that isn't regularly maintained, which could cost you thousands more. On top of that, you will be protecting yourself and your family against potential carbon monoxide leaks, one of the biggest dangers in a home.

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