

## CUSTOMER CARE CALL CENTER SCRIPTS

### FULL PRICED PRE-SEASON HEATER TUNE-UP

**Customer That Usually Books Twice a Year:** Hello Mr./Ms. Smith, how are you doing today? My name is Dave; I am calling from (insert company name here). As the weather cools down, we are reaching out to our regular customers to begin scheduling our \$79 heating system tune-up and safety inspections. Looking at your service history, I see you are good at maintaining your system.

By scheduling a tune-up on your heating system at this time, we guarantee a 50% discount on any repairs you might have this winter and will continue 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 it 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 cools, we are calling our customers to begin scheduling heating system tune-ups and safety inspections. Your service history shows you have not scheduled maintenance on your heating system for over two years. Manufacturers may void certain warranties on non-maintained systems, and leaking carbon monoxide from a cracked heat exchanger is one of the top dangers in a home.

Are you unsure if you want to book? You haven't had any trouble in the past? As part of our "no risk" tune-up offer, we can guarantee that if you do not save at least \$100 on your energy bills this winter compared to the previous year, we will refund the price of your tune-up. On top of that, we will guarantee 50% off repairs you might have this winter 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 it 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 heating system tune-up with an impressive \$100 energy savings guarantee, 50% off any repairs you might have through the rest of this winter, and guaranteed priority service on busy days. All that for only \$69, refunded to you, no questions asked if your energy bills are not at least \$100 less this winter than last. Is that something that may interest you?

Are you unsure if you want to book? You haven't had any trouble in the past? Well, not only is this tune-up guaranteed to save you money through our energy savings guarantee, but manufacturers may void warranties on non-maintained systems, potentially costing you thousands of extra dollars down the road. On top of that, you will be protecting yourself and your family against 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 \$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.