

CUSTOMER CARE CALL CENTER SCRIPTS

DISCOUNTED MID-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). Looking at your service history, I see you are good about maintaining your heating system, but when we contacted you in the fall, you were not ready to schedule a tune-up.

Now that the weather has cooled down for the winter, for a limited time, we have lowered the price of our complete heating system tune-up and safety inspection to only \$59. On top of that, we are still offering our “no risk” \$100 energy savings guarantee and warranting 50% of any repairs you might have throughout the rest of this winter.

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 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). Looking at your service history, I see that we contacted you in the fall but that you were not ready to schedule a tune-up on your heating system. Just so you know, it has been two or more years since your system service, threatening your manufacturer’s warranty and increasing the chances of a cracked heat exchanger leaking carbon monoxide into the home.

Now that the weather has cooled down for the winter, we have lowered the price of our complete heating system tune-up and safety inspection to only \$49. On top of that, we are still offering our “no risk” \$100 energy savings guarantee and warranting 50% of any repairs you might have throughout the summer.

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 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 \$49, refunded to you, no questions asked, if your energy bills are not at least \$100 less this winter than last. Is that something that interests 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 manufacturers may void equipment 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.