

CUSTOMER CARE CALL CENTER SCRIPTS

DISCOUNTED MID-SEASON 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). We are currently offering a heating system safety inspection for only \$29. Looking at your service history, I see that it has been two or more years since your heat exchanger was checked for leaks.

You have never worried about it before, and everything seems fine? Manufacturers recommend you check your system yearly as accumulated wear and tear can cause a crack. Plus, we will take 30% off any repairs you may have through the end of winter and enroll 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 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.

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 are calling potential new customers to offer a low-priced heating system safety inspection for only \$29. This service will keep you and your family safe from carbon monoxide leaks for the rest of the season. Still, we will guarantee you 30% off any repairs you may have this winter and enroll you in our Priority Service program for immediate scheduling on busy days. Does this sound interesting to you?

You have never worried about it before, and everything has been satisfactory? Not only will this protect you and your family from carbon monoxide leaks, but manufacturers may also void equipment warranties on non-maintained systems. A cracked heat exchanger can also occur through accumulated wear and tear, so they recommend you check yearly before the heating season.

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.