

## **CUSTOMER CARE CALL CENTER SCRIPTS**

### **INEXPENSIVE COMBINATION LATE-SEASON HEATER SAFETY INSPECTION – COMPLETE AIR CONDITIONING 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). For a limited time, we offer a complete heating system safety inspection and A/C system tune-up for only \$59. Looking at your service history, I see that it has been two or more years since you have had maintenance. This service will keep your family safe from potential carbon monoxide leaks into the home and have your A/C system ready as warm weather approaches.

You have never worried about it before, and everything has been satisfactory? Well included in this one-time low price of \$59 is a \$125 energy savings guarantee on your energy bills for this summer compared to last and a 40% discount on any repairs you may have through the end of the summer. We will even include 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). With the weather still cool but spring and summer approaching, we are calling potential new customers to offer a one-time, low-priced joint heater safety inspection and complete A/C tune-up for only \$49. This service includes a \$125 energy savings guarantee compared to last year, 50% off any repairs you may have through the end of summer, plus enrollment in our Priority Service program for quick service on busy days. Is this something you find interesting?

You have never worried about it before, and everything seems fine? Not only will this protect you and your family from carbon monoxide leaks, but some manufacturers may void equipment warranties on non-maintained systems. Your tuned-up air conditioning system will be ready to go as warm weather approaches.

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.