



HVAC Customer Maintenance Plan

Implement | Automate | Support

Presented by: crane consulting inc.

OVERVIEW

- The "Why"
- The "Solution"
- The "Results"
- The "Examples"
 - Follow up
 - Check in
 - Newsletters

KEY TOPICS

WHY is Customer Maintenance important?

“Get closer than ever to your customers. So close that you tell them what they need well before they realize it themselves.” – Steve Jobs

Did you know...

- Average expected ROI is \$42 for every \$1 you spend on email marketing.
- A 5% increase in customer retention can increase business by 25-125%
- Repeat customers spend 33% more than new customers
- 68% of customers will leave you if they perceive you to be indifferent to them



SOLUTION

THE MAINTENANCE PLAN

Strategic Automation for Customer Retention and Acquisition

SERVICE CALL

Automated steps to provide elite/white glove service for every customer, every time.

RELATIONSHIP MAINTENANCE

Automated monthly newsletters to stay in touch with customers during the long gaps between service calls..

NEW BUSINESS

Automated deals and follow up check-ins to proactively generate new business.

RESULTS

- Customers keep you top of their mind when they need you.
- You can focus on what you do best and know your customers are taken care of.
- Your quality of work matches your quality of service.
- Happy Customers = Loyalty = REFFERALS



Dear Mr./Mrs. Smith:

We thank you for your patronage and pride ourselves through our quality of work and service.

To ensure we completed the work to your satisfaction, would you please answer the following questions:

1. Did we arrive when we promised we would?
2. Was our technician neat, clean, and professional?
3. Was the work performed to your satisfaction?
4. Do you consider our prices fair for the work we did?
5. Did the technician clean up when the job was finished?
6. Were all of your questions answered to your satisfaction?
7. Would you recommend us to a friend or a neighbor?

We really do appreciate your business and would welcome the opportunity to be of service to you in the future.



Dear Mr./Mrs. Smith:

Summer is around the corner and it's time for some annual check-ups on air conditioners.

Annual check-ups on air conditioners can end up saving a lot of money! Most air conditioners don't need to be serviced or replaced if the proper cleaning and servicing are performed on a regular basis.

As a thank you for being a loyal customer, we want to show you our appreciation by offering you a 25% discount on the inspection!

Book an appointment today!





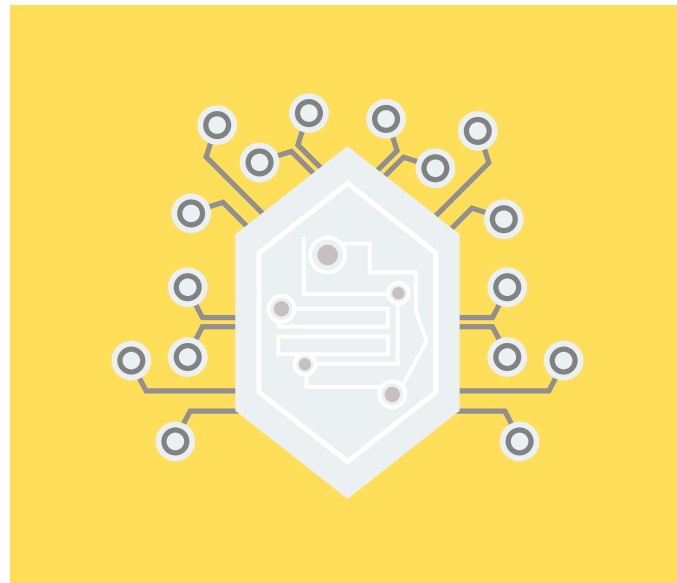
5 HVAC tips

To save money on your energy bill this summer!

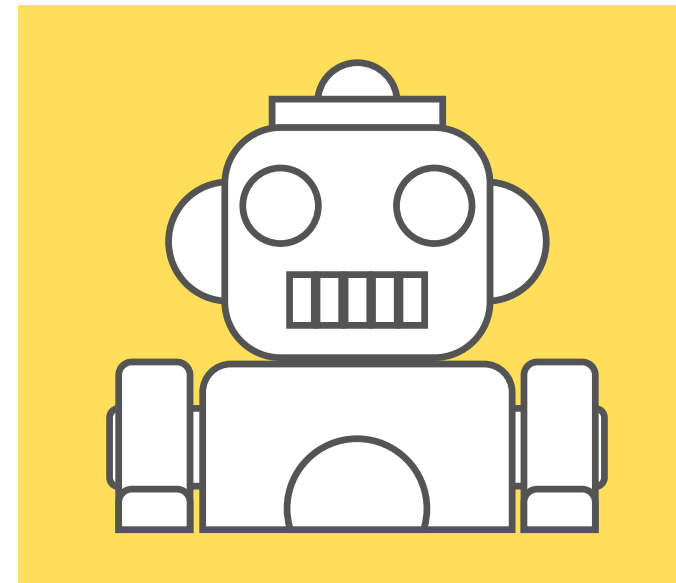
1. Upgrading to a newer air conditioner unit: modern AC units have higher electrical efficiencies. If your AC unit is more than 10 years old, it's time to change!
2. Use a programmable thermostat: setting timers to your particular habits can make a huge difference to your bill.
3. Clean your floors and vents: a surprising amount of debris can get caught in the vents that stops ACs from running optimally. Consider doing a thorough and professional cleaning of your ductwork.
4. Install ceiling fans: warm air rises so installing a ceiling fan will create a gentle breeze that can cool a room faster.
5. Clean your air filters: it's simple but the impact is huge. A clean filter improves the HVAC unit functions therefore decreasing the use of electricity.

SIGN ME UP!

THE MONTHLY SUBSCRIPTION INCLUDES:



Implementation and Integration of The Maintenance Plan.



Automations are set and maintained monthly so you don't need to do anything.



We are always here to support you.

