



Customer Service

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Disclaimer

This presentation is not intended to be a comprehensive program covering all aspects of this topic. All technicians are encouraged to read and follow all applicable standards, codes and regulations related to this topic.

- ✓ It is the responsibility of each individual contractor to follow local building codes and licensing requirements and to work safely in accordance with OSHA guidelines.
- ✓ It is the contractor's responsibility to take proper precautions on each project to prevent cross contamination. Always take the health and safety of the building occupants into consideration before you conduct any cleaning procedures.
- ✓ All of the following tips are only general tips. They do not cover every situation and it is your responsibility to adapt these tips to the individual system you are working on.
- ✓ The Instructor is not responsible in any way for the work you perform after viewing this slide show. You are responsible for your own work.
- ✓ The views and opinions following are the instructors opinions and not necessarily the official position of the National Air Duct Cleaners Association.

TECHNICAL NADCA CONFERENCE

What We'll Learn

- Overall Customer EXPERIENCE
- 1. Customer COMMUNICATION
- 2. Customer EXPECTATIONS
- 3. Customer CARE

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Crafting An Exceptional Customer Experience




Communication Expectations Care

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#1. Customer Communication

The 4 Key Communication Skills

- Nonverbal
- Listening
- Thinking
- Speaking



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#1. Customer Communication

"The Customer is Always Right!"

What if they say:

- "The returns are the only dirty vents..."
- "The filter cleans the return side air..."
- "We don't use these rooms, you can skip those vents."
- "Another company said they don't cut holes in the trunk lines."
- "You charge HOW MUCH? I got seven coupons in the mail yesterday for \$99 Whole House Duct Cleaning!"
- My wife/husband wanted this done. I don't believe in duct cleaning."

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#1. Customer Communication

So... is the customer always right?

Maybe not. Here's our motto:

- "The customer always deserves to be respected."

Their opinion matters. You're in their home/facility.


But YOU'RE the expert (that's why they hired you).

- Explain your professional opinion.
- Reference your training
 - ASCS, CVI, etc.
 - Longevity in industry
 - Personal experience
- Demonstrate that you (and maybe only you) have a solution for their needs.

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#1. Customer Communication

The 4 Key Communication Skills



- 👁 Nonverbal
- 👂 Listening
- 🧠 Thinking
- 🗣 Speaking

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i. Non-verbal

- S.M.I.L.E.**
- Eye Contact**
- Open Body Language**
Don't fold your arms or put things in front of your body when talking with customer!
- Inclusive Actions**
Make occasional gestures to show customers what you're working on!
- Display Positive Emotions**
- Arrive Looking Clean and Polished**

At least 70% of communication is non-verbal

Body Language & Appearance

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ii. Listening

IDENTIFY CUSTOMER NEEDS

Listening to your customer is how you identify their needs!

- Listen to your customer at least twice as much as you speak!**
- Do NOT think about your response while your customer is talking!**
- Your goal is to IDENTIFY the DESIRED OUTCOME your customer wants to achieve as a result of hiring your company to provide the services they hired you to do!**

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iii. Thinking

- Avoid project confusion by collecting the right information AT THE BEGINNING!**
- Gather information by listening to your customer during the client interview**
- Gather additional information from your preliminary inspection**
- Information and your experience are applied to explore providing the solution for the customer!**

Think about how you will solve the problems your customer identified while you listened!




iv. Speaking




Speaking with your customer helps to educate them and establish clear expectations!

-  **Speaking is LAST!**
-  Explain your HVAC system cleaning process **BEFORE** you begin providing service!
-  Explain the factors that influence price to your customer **BEFORE** you begin providing service!
-  Provide updates to the estimated project completion timeline!



#2. Customer Expectations



Excellent customer service is the ability of an organization to establish and then consistently exceed the customers expectations!



#2. Customer Expectations



Establishing CLEAR expectations with your customer educates them about how you perform your service and identifying project milestones!

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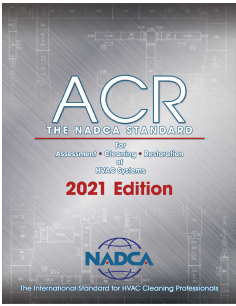
i. Assessment

Preliminary INSPECTION of the HVAC system!

Information collected during the inspection is organized and then is used to **ASSESS** the current condition of the HVAC system!

Your Assessment includes:

- ✓ A Recommendation on the need for HVAC System Cleaning
- ✓ A Cost Estimate to provide the recommended services
- ✓ A Project Completion Timeline
- ✓ Cleaning Techniques and Environmental Engineering Controls



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i. Assessment

ETHICS

When **NOT** to clean.

Have you ever turned down a job after you were on-site?


Why?

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i. Assessment

When NOT to clean:

- Asbestos
- Microbial
- Deterioration




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i. Assessment

When **NOT** to clean:

Water Infiltration



It's Clean!



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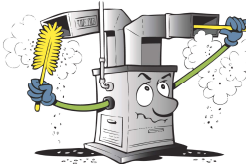
i. Assessment

NADCA ACR 2021

- Section 1.0
 - "HVAC Inspections **shall** be performed to determine the need for cleaning."
- Definition of Shall (ACR 2021 Page 26)
 - "The word SHALL shall be understood as denoting a mandatory requirement. The criterion for conformance to this Standard requires that there be no deviation when SHALL is used."

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ii. Cleaning



Breaking Contaminants Loose


Collection and Removal of Contaminants

Cleaning involves the source removal process of removing **NON-ADHERED** contaminants from the **AIRSIDE SURFACES** of the entire HVAC system!

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iii. Restoration

- Restoration of Non-Porous Materials
- Restoration of Porous Materials (Duct Liner)



HVAC system components subjected to a catastrophic event & porous material surfaces may require Restoration procedures *after* Cleaning!

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#3. Customer Care




Your Customer Called You To Fix A Problem!

Show them you CARE about their situation!



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i. Protecting Your Customer



- Environmental Engineering Controls
- Home & Content Protection Measures

Protecting your customer's home, contents, and indoor environment shows them you care!

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i. Protecting Your Customer and Their Property

Environmental Engineering Controls

Home & Content Protection Measures

- ACR Section 3.0
 - Equipment Maintenance
 - Maintenance = Cleaning
 - Negative Pressure
 - Ambient Air Cleaning
 - Equipment Exhaust
 - Levels of Containment
 - How Many?
- Shoe Covers/Removal
- Drop Cloths
- Corner Guards
- Vent Covers
 - film/mask
 - Magnets
- Door Seals

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ii. Professionalism



You're selling cleaning... you and your stuff should be **CLEAN!**

- Clean, professional attire for your techs
 - Wash your trucks/vans
- Clean your collectors, hoses, vacuums, etc.
- Always, always clean up after yourself.
 - "Field Repairs" ➔




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iii. Customer Involvement

Your Customers Want To See The Contaminants

Show Them How Your Cleaning Tools Work

What is Customer Involvement ?



HVAC System Cleaning is an **EXPERIENCE** that you create for your customers' and their **INCLUSION** in the process is **KEY TO YOUR SUCCESS!**




Customer Service




Feel Good Factor!

Know Your Product!

The goal is to not only help the customer have a good experience, but to offer them an experience that **exceeds their expectations!**



Customer Service




What did we learn?

Customer Service is really about the Customer's Experience

1. Communication
 - From the first phone call to the review
 - Listen before you Speak
 - Body Language
2. Set Expectations
 - Respect their opinions
 - YOU'RE the expert
 - Follow Through!
3. Customer Care
 - Ethics
 - Professionalism
 - Problem Resolution

Customer Experience





Customer Experience

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Thank you for Participating!

