
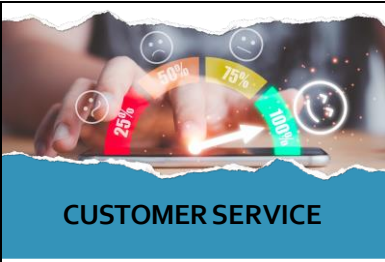


Slide 1



CUSTOMER SERVICE

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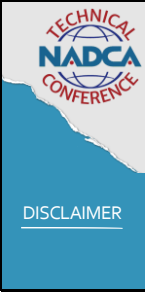
Slide 2



PRESENTER

Dan L'Herbier, ASCS, CVI

Slide 3




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.


Slide 4



What Is Customer Service?

Customer service is how you treat the customer, from their initial interaction through the project completion. This determines their overall experience with the company. Good customer service means being professional, respectful, helpful, and making sure the customer feels valued and confident in the work you've done.

The goal is to create a positive experience that will build trust and ensure satisfaction.



Slide 5




Why customer service matters?

- Customer perception = Company reputation
- Repeat business, referrals, and online reviews depend on you!
- Every technician in the field is a company representative and member of the team
- "People will forget what you said, but they'll never forget how you made them feel."




Slide 6



A Technician's Role in Customer Service

- You are the usually the first and last person the customer sees, sometimes the only person.
- You control the tone of the job.
- The service is more than cleaning ducts, it's about solving their problem and providing benefits.



Slide 7




Making a great first impression

- Show up on time and in a clean logoed vehicle.
- Knock or ring the doorbell, step back, and greet the customer with a smile.
- Introduce yourself and your partner if you have one, along with the name of your company.
- Respect the customer's privacy and try to interrupt their day as little as possible.
- Respect the customer's home or building, and treat it as your own.




Slide 8



Representing the Brand

- Be proud of your brand (your team).
- Always have logoed vehicles and a logoed uniform that looks professional.
- Any quotes, invoices, or other company documents should be logoed and professional.
- Leave a logoed sticker on the furnace or air handler that shows what was done and the date.
- Having your logo on these things will make your company look more professional and instill confidence with the customer both before and after the job.



Slide 9



Time Management

- If you are going to be arriving before or after your stated ETA, call to let the customer know.
- Work consistently and at a good pace.
- Try to complete the project in the estimated time given.
- It looks worse to finish a job much quicker than expected than longer than expected.
- Some breaks are acceptable, but do not over do it.
- If you need to make an unrelated phone call, make it quick, and do it outside or in the vehicle; avoid a customer from observing this.
- Do not be texting, emailing, or doing other things on your phone in front of a customer.
- Remember that the customer may have a busy day, and they do not want to see you extending the job unnecessarily.
- Provide job status to customer throughout the project if possible.



Slide 10



Communication skills in the field

- Start by asking the customer if they have any questions, or if they would like another explanation of what we will be doing, before getting started.
- Speak clearly and confidently; if you do not know the answer to a customer's question, do not guess, let them know you will get right back to them on that. Call another team member to get the proper answer.
- Use easy-to-understand language (avoid technical terms that may be confusing.)
- Let them know where each person will be starting their work on the project.
- Always listen first, then respond; some people will want more explanation or have more questions than others.
- Always watch your language and volume when on a jobsite; keep it professional!

Slide 11




Respecting the property

- Always wear shoe covers or take your shoes off to protect the home or building. This will also help reduce complaints, and costly repairs.
- Use drop cloths and corner guards where needed.
- Keep your vac hoses, air lines, and other tools clean.
- Avoid blocking garages, driveways, or hallways, when possible, to minimize any inconveniences.



Slide 12



Problem-solving with the customer


If there is an issue or abnormal challenge with the work

- Privately call another team member to get a second opinion.
- If needed, calmly present the issue to the customer and explain what is going on.
- Try to find a win-win solution to leave the customer satisfied.
- Listen to their opinions and avoid an argument at all costs.
- Discuss this with the office or your supervisor if there may need to be a change to the scope of work or the pricing.
- Follow your individual company protocols.

If there is damage done to a home or building during the job

- Always bring the issue to the customer's attention.
- It looks way worse if you do not say anything, and the customer finds this on their own afterwards.
- Apologize for this happening and assure the customer that your company will be taking care of it.
- If you are not the decision maker, let the customer know that someone from your office will be giving them a call to go over the next steps.

Slide 13



Commercial vs. Residential


Residential

- Be personable and respectful of privacy.
- Ask permission to use the restroom.
- Be mindful of pets and kids.
- If moving any furniture, be careful not to damage the home or piece while moving it; always move it back in place when completed.
- Watch for any delicate items around the work area.

Commercial

- Communicate with facility managers or supervisors when making your work plans.
- Be efficient, professional, and aware of staff workflows to avoid distractions and inconveniences when possible.
- Follow any safety protocols or other building rules while onsite.
- Follow any given entrance or lock up procedures.


Slide 14



How to add on services professionally

- Inform the customer about the benefits of the additional service.
- If applicable, show the customer the condition of the item or area you are suggesting.
- Mention the time frequency that this item or area should be cleaned (Ex: Dryer vent cleaning recommended annually.)
- Explain that this additional service can be done while we are here onsite, if another appointment is not needed.
- Mention any discounted rates that may apply for the service being added on while you are there.
- Let the customer decide without any high pressure.

Slide 15



Finishing the job right

- Give the customer a couple updates throughout the job.
- Do a final walk through to make sure nothing was missed, all furniture is moved back, and all trash has been picked up.
- Make sure the jobsite is cleaned up well, and that all tools and equipment is accounted for.
- Once complete, walk the customer through what was done, and confirm the final invoice is correct.
- See if the customer has any final questions that you can answer.
- If there is anything the customer is concerned with or unhappy about, try to get that addressed while onsite.
- Leave the customer with a friendly goodbye, and thank them for choosing your company.


Slide 16



Things to avoid on a jobsite


- Arguing, sarcasm, or "that's not my job"
- Complaining about the company, equipment, coworkers, or customers
- Unrelated phone use
- Foul language
- Not using drop clothes, corner guards, shoe covers, and other things to protect the home or building
- Leaving a mess
- Not respecting their privacy
- Causing unnecessary inconveniences
- Finishing a job way quicker or longer than expected
- Ignoring safety and or specific protocols given by customer
- Taking short cuts (poor work quality)
- Leaving the job without saying goodbye and thank you!

Slide 17




Final Takeaways

- You are not **JUST** a technician – you're the face of the company!
- Professionalism earns trust.
- Always look for little things that you can do for the customer to enhance their experience.
- Customer service determines a company's reputation.
- A strong reputation leads to more referrals, more positive reviews, and more repeat customers.
- These things are important for keeping the schedule full, keeping everyone working, and making the company last for years to come!




Slide 18



Real Life Example....

The story of finding \$50,000 in the duct work



Slide 19



Slide 20



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Slide 21

Thank you
for
Participating!



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