



Sample Messages-On-Hold Scripts For HVAC Companies

INTRODUCTION

Messages-On-Hold™ is an effective vehicle for promoting new services and provide information that educates and guides customers. This document provides examples of typical Messages-On-Hold™ scripts for HVAC companies.

These examples are intended to provide a starting point for thinking about your own messaging. We are happy to provide additional examples and work with you to tailor your messages to your organization's unique services.

EXAMPLE: A TYPICAL MESSAGES-ON-HOLD SCRIPT FOR an HVAC Company

Opening Intro

Thank you for calling ABC HVAC, serving our customers since 1979. It is our strong mission to provide a company that is dependable to work with for all your heating and cooling needs. Don't forget to check us out at **A B C h v a c dot com**. (*say "h v a c" as letters*) (*Pause*) One of our knowledgeable representatives will be with you to answer any questions, or to direct your call, when we return to the line in just a moment.

Area of Service and Mission Statement (for Industrial HVAC Services)

HVAC (*say H.V.A.C.*) Engineering is a member of the National HVAC Service family of Companies with eleven branches serving Massachusetts, New Hampshire, Rhode Island, Delaware, Tennessee, Arkansas and Pennsylvania. Visit us on the Web, at **national h v a c service dot com**.

At H V A C Engineering we are committed to excellence in performance through preventative maintenance programs tailored to meet your facility's needs. Our unique approach in developing proactive and comprehensive maintenance programs is a proven method in the reduction of untimely and costly mechanical failures. H V A C Engineering programs are designed not only to reduce breakdowns, but to lower operating costs, extend equipment life and protect your investment.

Specific Technical capabilities or Specialized Services

Computerized maintenance tasking ensures that you receive the right maintenance at the right time, and provides a detailed record of the preventative maintenance performed. While the industry standard may be to perform from a generic list of maintenance requirements, H V A C Engineering develops a computerized maintenance tasking program to meet the specific needs of each component of your mechanical system. H V A C Engineering provides a computerized management program designed to monitor and track refrigerant usage. This program provides you with the assurance that you are in compliance with the regulations governing the control and usage of refrigerants.

Maintenance

Why is it important to get your furnace tuned up? A Tune-up can prolong the life of your furnace and make it run more efficiently. Dirt and debris can ruin a furnace. Schedule your tune up today and when we return to the line, ask us how you can save \$50 with The Service Club.

Upgrades, Replacement And Service Agreements

ABC HVAC can replace and service N-A-T Gas, Propane, Electric, Indirect and On demand tankless Water Heaters. If your water heater is older than 10 years old, it could be time to think about a replacement. (*Pause*) Your home is your largest investment. It's your place of comfort, security, family, memories, giving and sharing. Providing your home with the care and maintenance that it needs will assure that these things are always there for you. That's why ABC has created the Service Club Maintenance Agreement. Ask one of our knowledgeable representatives for more information when we return to the line in just a moment.

Specific product upgrade solicitation.

Are you considering Radiant heat or need to find out more? XYZ Tech plumbing has over 15 years of experience in designing and installing Radiant heat systems. We only use the latest and highest quality materials in our Radiant Heating projects. The potential pitfalls of hiring an inexperienced firm can be potentially catastrophic to your home and a large percentage of our business is redesigning and repairing incorrectly installed systems. Please visit Radiant dash Home dot com and see testimonials and referrals from our customers.

Service Agreement Discounts

As an ABC Service Club member you will also receive 10 percent discount on parts and labor for any repairs. Every year that you are a member you will receive fifty dollars in Bonus Bucks which you can use as credit towards a new system, just like cash. Ask one of our knowledgeable representatives for more information when we return to the line in just a moment or visit **a b c h v a c dot com**. (say "h v a c" as letters) to find out more.

Conversions

With the rising cost of Fuel we are getting more demands for Oil to Gas Conversions. Natural gas is a clean, efficient energy source and it's always there when you need it. There's no need for fuel deliveries or unsightly storage tanks and you only pay for the fuel you use after you use it. Let one of the Liquid Tech's Licensed Plumbers come by your home for an estimate to show you how you can save thousands of dollars on your heating bills. A few benefits of converting your older inefficient oil burner to a cleaner, more energy and cost efficient gas burning system.

Compliance

Liquid Tech Plumbing specializes in the removal of all plumbing and heating violations. We guarantee that your violations will be removed and you will obtain your plumbing sign off. We will not request final payment until we provide all paperwork to you confirming the process has been completed. Liquid Tech has been removing violations in Manhattan, Brooklyn, and Queens for over 10 years and has a 100% success rate. Find out more at liquid tech plumbing dot com.

Air Quality Information

Did you know that the average person spends 90% of their time indoors?... **And**, while you may be aware of pollution **outdoors**, the level of air pollutants can actually be greater **indoors**. ABC HVAC can help you improve your indoor air quality. When we return to the line, ask about the Healthy Home System. We can help supply and install the latest air quality products, including air Purifying U-V lamps, dehumidifiers, and humidifiers. Find out more at **a b c h v a c dot com**. (say "h v a c" as letters)

Localized (soft) Connections Statement (Small Business)

Webber's Discount Air and Heating has a strong legacy in the area. Having grown up with a father that was a mechanical contractor, Devin was introduced to the business at a very young age and has actively worked in the H-V-A-C trade since early childhood. He is a member of R-S-E-S, ACCA (say as a word...ACK-uh) and various other H-V-A-C related organizations. (Pause) At Webber's Discount Air we are committed to providing customer service, fair pricing, **and** keeping the consumer up to date on the ever changing H-V-A-C market .

ABOUT MARKETING MESSAGES

Marketing Messages is a full-service provider of professionally recorded voice prompts, messages, and narration for call center and web/mobile applications. Our customers employ Voice Branding™ to build brand identity, improve the caller experience, and make websites more compelling. We offer voice services for interactive voice response (IVR), auto attendant, Messages-On-Hold™, E-Learning, and narration for websites, sales presentations, and other voice-enabled applications. Since 1984, Marketing Messages has provided over 180 top quality voice artists spanning over 80 languages, highly accurate scripting and editing, and rapid voice file turnaround to more than 4000 customers – including 200 Fortune 500 companies.

CONTACT US

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