

Increase your ability to service your customer

There are many ways to increase your service with customers. One method to facilitate your service and help your organization grow is to provide home inspections. A home inspection will give more information to your customer with up keep and verifying the system is working properly. The more information a home owner has concerning their products and service will assist in keeping breakdowns from happening at the worst possible time.

The inspection can be as detailed as you want it to be or as general an inspection as necessary to perform effortless tasks that indicates the system is working appropriately. The inspection can take as little time as necessary from ten minutes up to thirty minutes depending on the scale of the inspection. When you do the inspection for free you will generate more good will with your customer.

Electrical inspection should contain; checking the main box, verify receptacles and light switches are working properly especially the receptacles that work refrigerators, ground fault receptacles near water, outside lights, automatic times. You may wish to install new switch plate and receptacle covers for free that are dirty or cracked unless they are decorative covers. Check any and all wiring that is exposed. Add as many items to the list as you wish however you must make it a relevant item that can affect the system and prevent the system from working properly.

HVAC companies should check; air filters, amperage of the compressor motor that can affect the capacitor, Freon, and Freon filter, heating element, cold air registers, heat vents, A coil, and condensate drain line. To name a few items again add as much as necessary to provide the utmost efficiency to your customers.

Plumbing companies should verify; all drains for each fixture running easily, toilets flushing capability, tank parts to the toilet, faucets and handles, emergency shutoffs and supply lines, washing machine hoses, aerators, and water heater to name a few items.

All service companies should do a visual inspection for their customer that will enhance the technicians visit and provide value to the customer. The items you can fix for free would be items that you do not want to warranty or are items the customer has learned to live with that are minor. Included in the free items would be items or tasks that are so minor and a trip to repair those items is not worth the time or effort to complete on their own and an item the customer would not want to pay your service to install

such as electrical switch plate, aerator on a faucet, or a fiberglass filter in the air handler cold air return. Charging for these items creates a discussion and limits the task to a price only issue. Taking care of these items while you are visiting the home is thanking the customer for calling you and giving you the opportunity to serve and service him or her.

The inspection will give permission to the service technician to discuss preventive measures that ensure the home is working in the proper way and most efficient way to maintain the home. The service technician can now offer options to the customer and make repairs or replace faulty equipment.

Frequently the service technician discovers the customer will not allow the inspection. Why? The inspection is free. Many inspections are lost or not given due to the technician's explanation to the customer. Often it is given as a choice or an offer that can be refused by the customer. The customer has a feeling that the technician sometimes, usually, most times does the inspection. I do or I give an inspection implies to the customer that this is something they receive and every customer receives the inspection. I give an inspection. What I do is tighten loose toilet seats, loose faucet handles, change aerators in common faucets and clean polished brass aerators. These are items you have learned to live with and I really do not want to charge you to fix. Mr. or Mrs. Customer how about I get started right here and take care of items for free.

Indecisiveness by the service technician is a killer of the inspection and gives the impression that the organization and you are doing it to the customer and for you. Often the service technician will inform the customer that they want to do the inspection to make sure everything is working right or ok. The service technician has just informed the customer that they are searching for work in their home. The majority of customers already knows and understands the products in their home that are not working properly.

Typically the customer that approves the inspection will follow you into the different rooms in their home. The magic words accompany the inspection oh yeah by the way I noticed I have this occurring when I do this or that to a certain fixture. When the service technician hears those words the customer has just informed you that they believe and know that you will do a great job for him or her. They trust that you are and were going to do a thorough job and discover that issue for him or her. Keep in mind many customers will call you to service an immediate problem that has made them call your organization and forget the other miscellaneous issues that have plaque them. Those issues have not affected their daily routine yet however they are annoying.

A common distraction for most service technicians prohibiting the tech from asking for the inspection is a belief that the customer does not want him or her to do the inspection. The thought process is they are infringing on the rights of the customer or the customer called to have a specific problem taken care of and the other things is an invasion of the customer's privacy. They are merely an excuse to not perform the inspection and this is relayed to the customer with body language and facial expressions by the tech. It is time to stop thinking this way and start helping your customers enjoy a home free of dysfunctional products and give the customer the best service available.

Another problem area a service technician may find difficulty with asking for an inspection; a belief that the customer would call and inform the organization to the problems in their home and only want this specific item repaired or replaced. This is an amazing statement and one of the most ignorant statements that can be made. The same technician or owner that makes this statement is the same one that complains when a home owner tries to make their own repair. The expectation is a non professional in that trade is suppose to wait until a problem occurs and causes the customer to feel discomfort to discover the problem and call to have it fixed. It is your duty and responsibility to inform the client there is a problem in waiting. Give the customer information that will allow him or her to make a decision to take care of the problem before it causes discomfort, pain or possible damage to the property.

Today is the day to start increasing the ability to service your customer and give the customer the best service that is available to him or her. The customer deserves the best that you can offer increasing their awareness of potential problems down the road. At the very least the customer can budget for the upcoming project without having it become a surprise or emergency. You will be thanked for discussing the issues by the customer.