

How Timely Communication and Focused Marketing Messages Can Boost Profits

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Moderator

- Grace Rybak
Content Marketing Producer
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Presenters

- John Coyle
Vice President of Sales
ADD Systems



- Tom Henderson
Vice President of QA & User Documentation
ADD Systems



Agenda

- The value of your existing customers
- What does timely communication mean?
- What you can expect to gain
- Examples
- Next steps



The Value of Your Existing Customers

It costs **5 times** as much to attract a new customer, than to keep an existing one.

Invesp

Increasing customer retention rates by **5%** increases profits by **Up to 95%**

Harvard Business Review

Existing customers are **50%** more likely to try new products & spend **31%** more, when compared to new customers.

Invesp



Communication Trends

“Email continues to be part of everyday life across all age groups, with consumers literally hanging out in their inbox all day long.”

*Ryan Phelan, Adestra's VP of Marketing Insights,
2016 Consumer Adoption and Usage Study*

86% of consumers like to get promotional emails from companies they do business with at least monthly.

15% would like to get them daily.

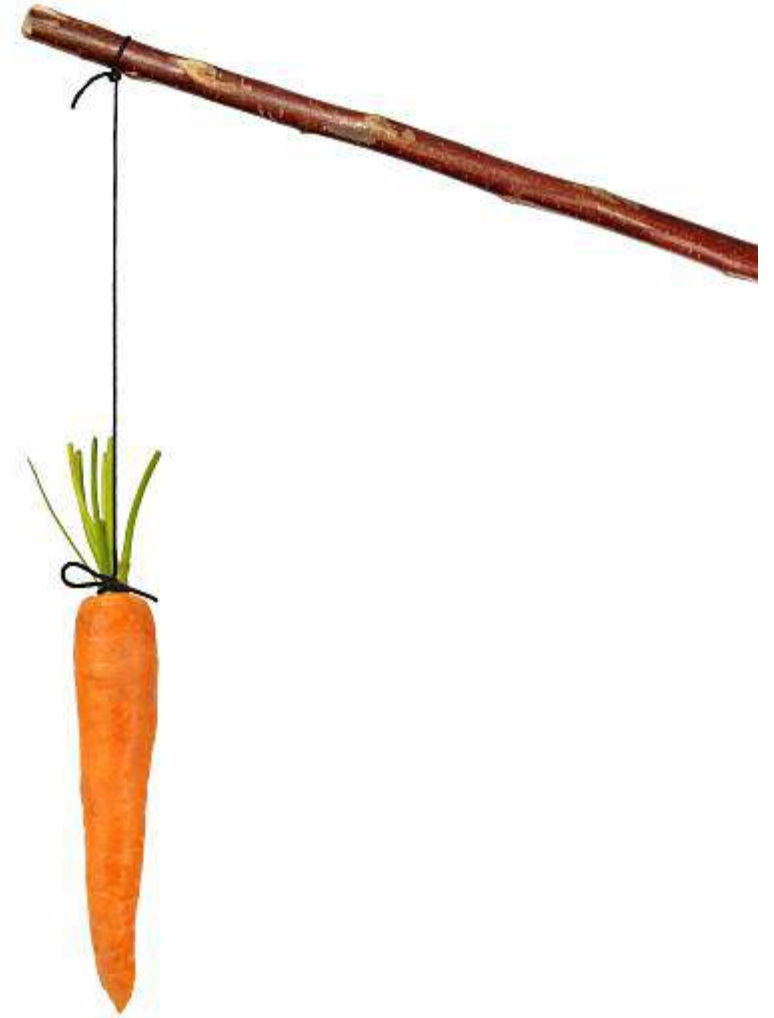
Statista

89% of consumers want to use text messaging to communicate with businesses.



What's your motivation?

- Keep and delight your customers
- Attract new ones from your great reputation
- Increase your profits!
- Save time with less calls to the office



What are your challenges?

- What to communicate
- How to communicate (with minimal effort)



What does timely communication mean?

- Give your customer pertinent, precise information, proactively.
- Event-driven
- On-demand



Event-Driven Communications



Event-Driven Communication

- Send timely, event information via text or email
- Why?
 - Solidify your customer relationship
 - Save CSR time and phone calls
- How?
 - Best Case, automatic as a byproduct of the event
 - As close to real-time as possible



Event-Driven Examples



Examples - Delivery

- Phone order confirmation
 - Enhances our customer service experience
- Online orders



Examples - Delivery

- Delivery confirmation
 - Include gallons delivered
 - Confirm address

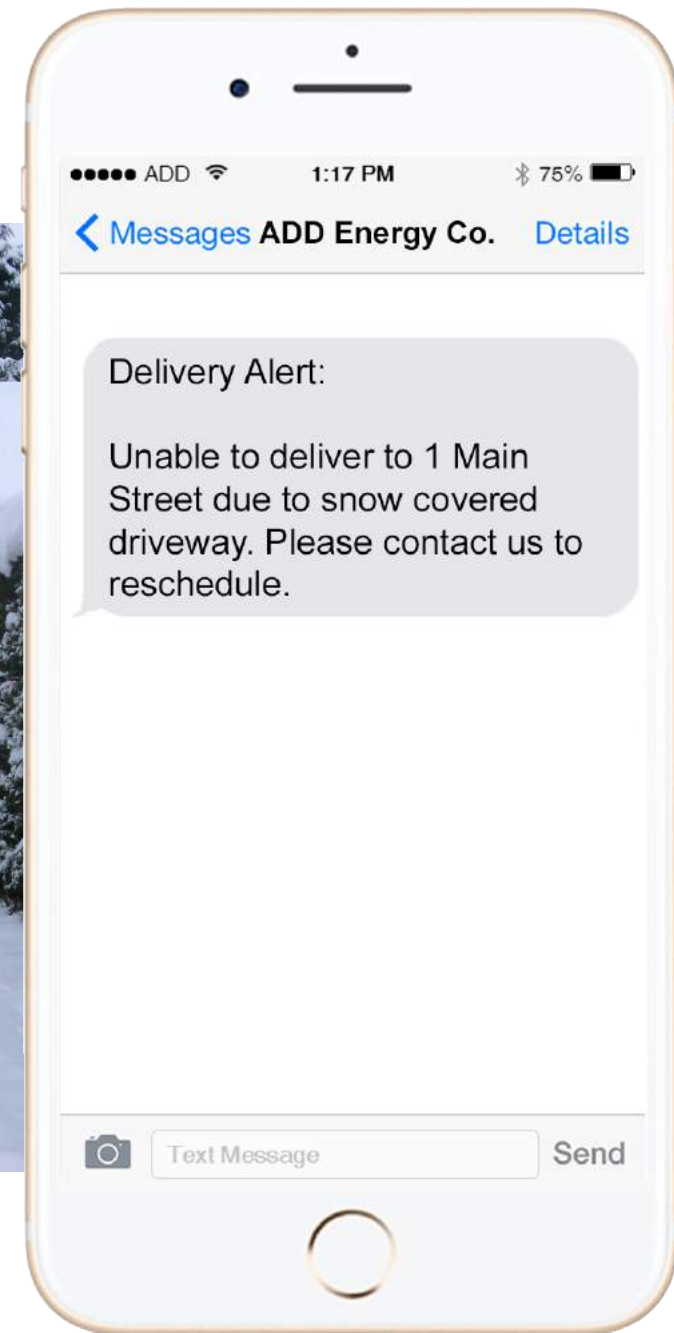


Examples - Delivery

- Non-delivery notification
 - Cant get up the drive way
 - Gate was locked
 - Dog was out



ADD
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Example – Special Pricing plan

- Gallons remaining – with each delivery, notify the customer how many gallons remain on their gallon-based price protection plan

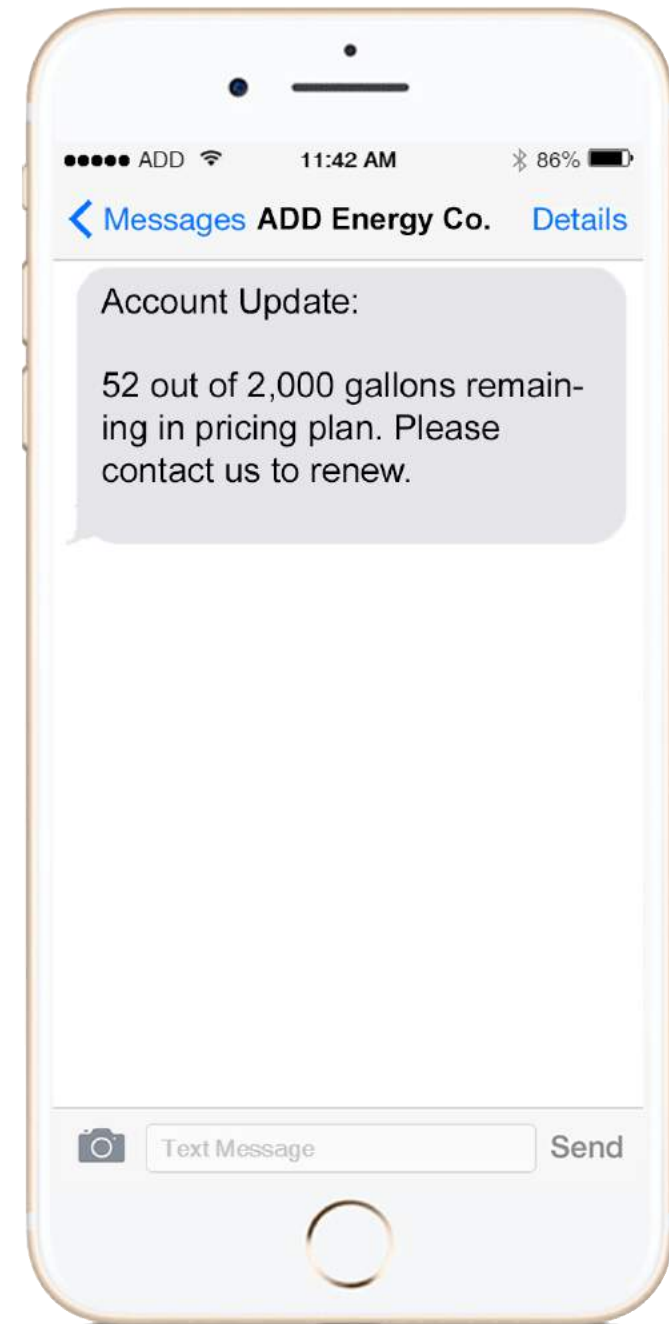


ABC Fuels
6 Laurel Drive
Flanders, NJ 07836

Dear Bill Smith,

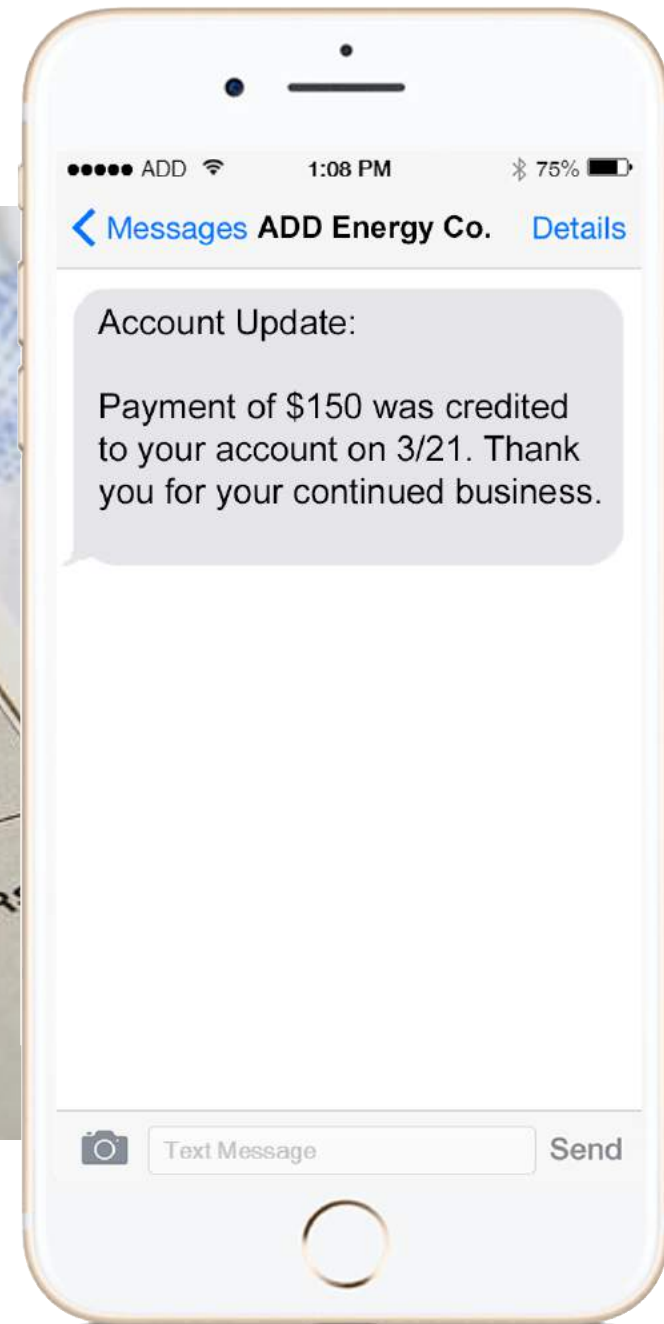
As of your last delivery, your price cap guarantee covers you for 240 more gallons. There's no better way to make sure you are getting the best price, so when the time comes to renew, please contact our Accounts Receivable manager at 800-555-1212 or drop us an email at abcpricing@abcfuels.com.

Sincerely,
Your friends at ABC Fuels



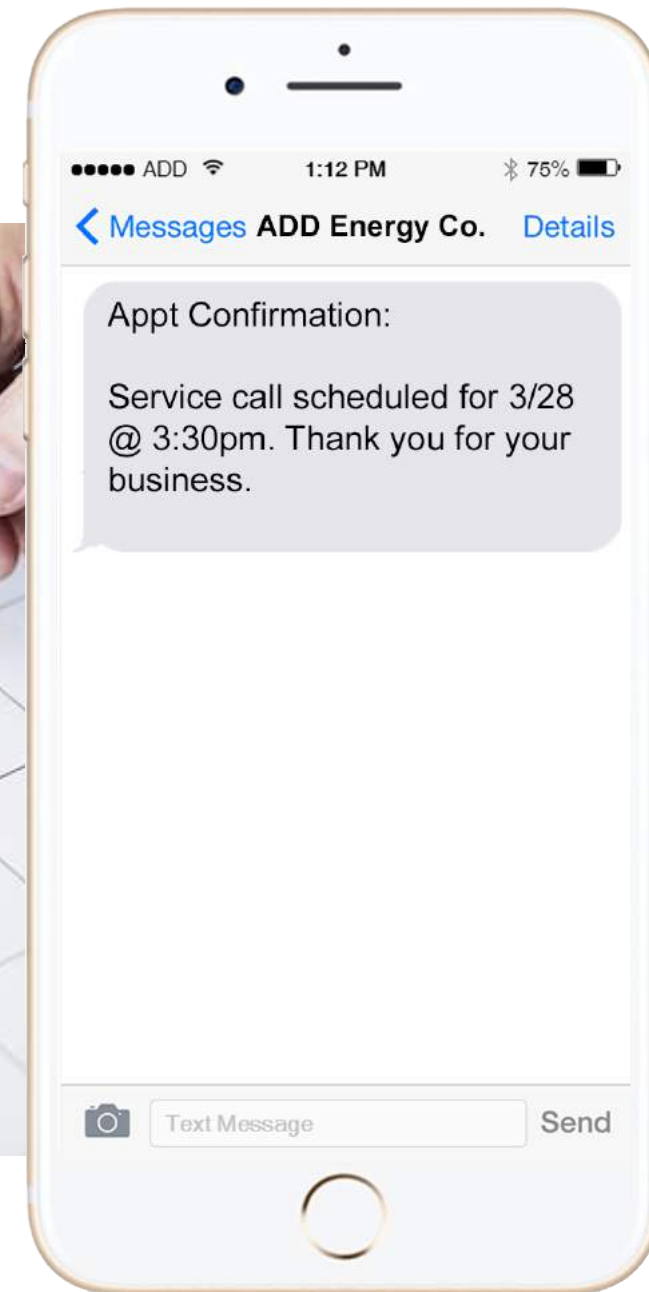
Examples – Payment

- Payment received



Examples - Service

- Service call scheduled



Examples - Service

- Service call reminder

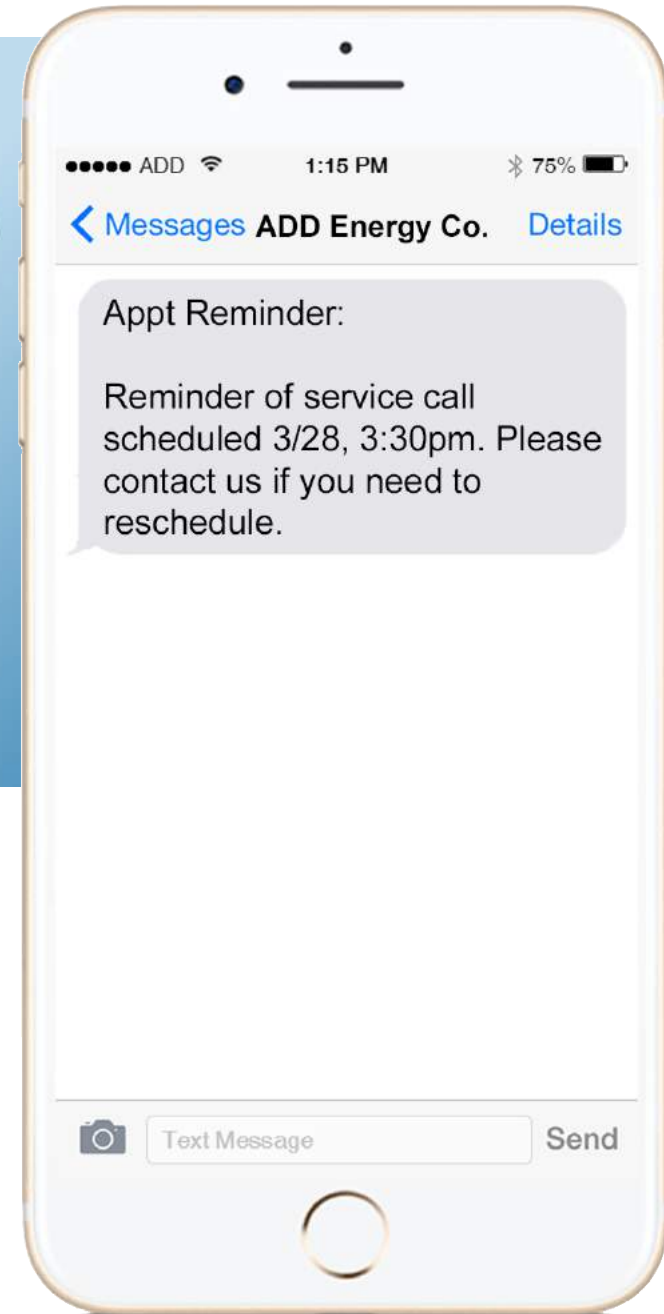


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Dear Bill Smith,

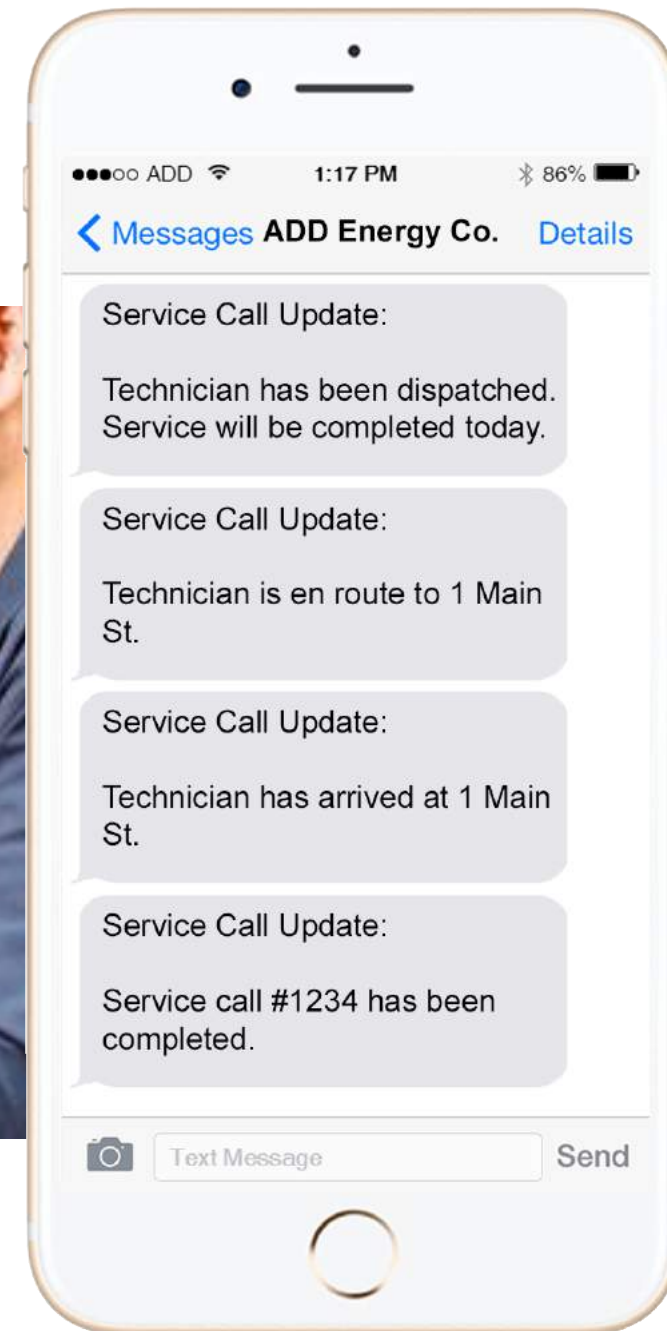
This is a reminder that we have a service call scheduled for you on 03/23/2018 at approximately 10:00 for the following service: Annual Tune-Up at 1 Main Street. If you are unable to keep this appointment, please call our service department at 800-888-5555 or send an email an email to abcservice@abcfuels.com.

Sincerely,
Your friends at ABC Fuels



Example - Service

- Technician dispatched
- Technician in transit
- Technician arrival
- Call complete



On-Demand Targeted Communication



On-Demand Communication

- Targeted marketing
 - Proactively send information on offers/services based on customer data
 - Use the data you have to fine tune your message
 - Routine and seasonal...
 - Challenges of life today...



Example – Budget Plans

- Recommend by product
- Those who have budget plans
- Those who should consider a budget plan



Example – Price Protection Plans

- Market by product and possibly recommend a pre-buy



ABC Fuels
6 Laurel Drive
Flanders, NJ 07836

Dear Bill Smith,

Tired of shopping around for the best price? We think you would benefit from a heating oil price protection plan. ABC Fuels' Price Protection Plan includes a price cap that ensures your price per gallon never exceeds a fixed amount. Is the daily price lower than your price cap? No worries, we'll honor the lower rate.

Take a look at what we can offer on our web portal:

www.abcfuels.com

And then call us at 973-584-4026 and ask for the Customer Care Department or send an email to abcpricing@abcfuels.com.

Sincerely,
Your friends at ABC Fuels

Example – Will Call

- Recommend a conversion to automatic



ABC Fuels
6 Laurel Drive
Flanders, NJ 07836

Dear Bill Smith,

Why not opt for some peace of mind next winter by letting ABC Fuels make sure you always have enough oil to keep you warm, and your house protected? Worried about unexpected bills? Then sign up for our budget plan with a price cap. That way you will always know your monthly payment, and you'll always be getting the best price.

Take a look at what we can offer on our web portal:

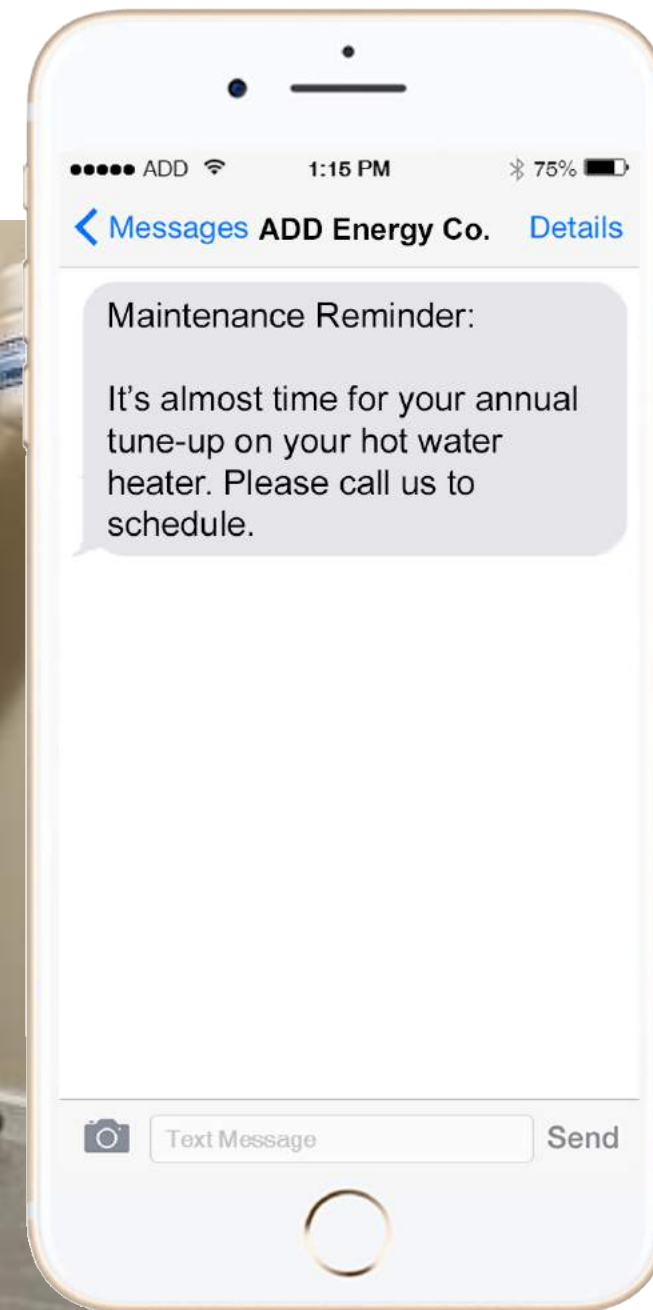
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Example - Maintenance

- Encourage annual tune-up, etc.
- Offer specials on new appliances



Account Information Detail

More advanced possibilities include:

- Limit selection to customers in good credit standing
- Select customers by product, and possibly using other criteria such as tank category (which might mean heat only, or heat and hot water, or cooking, etc.)
- Motivate will call customers to convert to automatic by recommending a budget plan with a price cap (i.e., combination of budget with price protection plan)



Customer Care

- Severe Weather Notifications
 - Notify customers of coming storm
 - General storm preparation
 - Access to tank fill location reminders
 - Company procedures
- Equipment certifications
- “Visit our web portal for self-service access to your account.”



Sell More to Your Existing Customer Base

Did you know that...

- We have an HVAC business too
- We also sell lubricants
- We NOW SELL PROPANE!
- We sell whole house generators



Soft Touch

- Happy Holidays!
- Special Days – Company Anniversary
- Local Event notifications
- Charity work



ABC Fuels
6 Laurel Drive
Flanders, NJ 07836

Dear Bill Smith,

Everyone here at ABC Fuels would like to thank you for your partnership and your business in 2017. We wish you all the best this holiday season and continued success in the New Year!

ABC Fuels will be closed on:

Monday, December 25, 2017 and will reopen on Tuesday, December 26, 2017
Monday, January 1, 2018 and will reopen on Tuesday, January 2, 2018

If you need to schedule a delivery for the coming weeks, please call us at 973-584-4026 and ask for the Customer Care Department or send an email to delivery@abcfuels.com.

You can also request a delivery through our self-service web portal: www.abcfuels.com

Happy Holidays!
Your friends at ABC Fuels



What do you get?

- Please and retain your customers
- Improve profits
- Competitive edge over the competition
- Save time!



How do I get started?

- Leverage the tools you have today to begin now
- Look for ways to provide communications through automation
- Tackle the low hanging fruit
- Build out a long-term plan



Some Considerations

- How to use your data
- How to respect your customers' preferences



How to Use Your Data

- Export to 3rd party products
- Do it yourself – export to spreadsheet and merge
- Do it yourself entirely within your system, on your schedule



Respect Your Customers' Preferences

- You will need to give your customers the options to Opt in or Opt out of each type of communications.
- Some will want email, some will want TXT, some may want both, and some may want neither



ADD Systems

- Back-office and mobile solutions for propane & heating oil companies
- Learn more about us addsys.com or 800-922-0972
- Visit us at the NPGA Southeastern Show - booth #1226



Questions?



Contact Us

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