

Regional HVAC Company Leverages Email to Increase Service Appointments



Company Profile
HVAC Company



Industry
Plumbing, Heating &
Air Conditioning



Location
Midwest

THE CHALLENGE

A Midwest-based provider of heating, ventilating, and air conditioning services wanted to increase engagement with customers who had purchased maintenance contracts and encourage them to schedule additional service appointments. Because an email address of each customer was received at the point of sale, email communication seemed like a logical next step, but the HVAC company did not have the acumen or staffing to manage such an initiative.

THE SOLUTION

Considering the client's desire to engage current customers via email, but understanding their concerns regarding the amount of time and effort that would have to be dedicated, AccuData proposed managed loyalty email marketing services.

With AccuData's managed email marketing services, the HVAC company received a fully-supported email solution including:

- Creative design services that included conversion of their printed materials to mobile-responsive HTML
- Application of best-in-practice design principles, including proper sizing, call-to-action placement, text-to-image ratios, and more
- Image hosting, including optimization for size and rendering

- Compliance and SPAM checks along with recommendations to improve deliverability to the inbox
- List hygiene, preparation, and management
- Delivery and real-time tracking and reporting

Once the AccuData-created template was tested and approved by the HVAC company, the initial campaign deployed.

THE RESULTS

Using real-time campaign reporting provided by AccuData, the HVAC company began to see immediate engagement with their customer base. They were so pleased with the results that their program is now in its fifteenth month and emails are being deployed every other week. Deliverability rates remain at over 96%, while open and click rates are over the industry standard and average 24% and 4%, respectively. In fact, during their last deployment, they had 41 service appointments scheduled from 215 opens — a 19% conversion rate.