

Client Communication

ALL SAH APPTS: (5 Touch points)

1. Post email conf of appt when scheduling appt
2. Automatically put on biweekly email newsletter
3. 1A phone call
4. 1B phone call
5. Email confirmation of SAH appt goes out day B4 SAH appt.

UNSOLD SAH APPTS: (15 Touch points)

1. Email thank you B4 leaving neighborhood
2. Send client info or sample related to product
3. Rehash 15 tps begins with a follow up phone call in 24 hrs or on date agreed upon by sales consultant and prospect. If no response;
4. FU every 2 days for 1 week alternating with email, text, boom video, ringless vm if no response;
5. Continue Text, Boom video, ringless VM, email or call every week for 4 weeks, with a different message not related to unsold project (thinking of you standing on a soccer field in the pouring rain watching your daughters game), if no response;
6. FU in same manner every other month for 12 months
7. 14 month FU phone call regarding purging their files

Ideas for touchpoints:

New product info

Upcoming price increase

Spring Fabric line has arrived

Fall fabric line has arrived

Acknowledging Birthday (look them up on Social media and find out their birthday as well as their interests so you can reach out regarding any of those important things)

Welcoming a new team member

Announcing any awards you or Apollo has received

When you are going to be out of town and for how long - in case they decide they are ready to move ahead and you are not available.

Any personal achievements that you are excited about.

Acknowledging any personal events you know they have coming up.

SOLD SAH FU

1. Email thank you with copy of order and Product disclosure
2. w/in 2 business days a Concierge phone call regarding biweekly order update still all of order has been checked in and install can be scheduled at which point

3. Email to let them know order has been received and to expect a phone call from installation team to set up install. Thank them for their order and let them know it was our pleasure to work with them.
4. Post Install FU must be done within 2 business days of installation- it includes a 4 question survey:

Survey Questions.

1. On a Scale of 0-10, how happy are
2. When you think about your original decision to work with our company, you had other options, why did you decide to trust us with your project?
3. Is there anything we could improve on or could have done differently for ongoing Excellent Customer Service?
4. Have you had a chance to review Apollo as of now? If not- ask if you can send them a Review Request and if they would prefer that sent to their phone or email.

Inform them of our 1 year complimentary Service Plan and Ask for a review, ask for a referral

11 Month FU call -Showroom Coordinator (call center)

To make sure everything is behaving correctly and inform that their 1 year complimentary service call is coming to an end and ask about upcoming projects and referral

1 Year Post Sale (Sales Consultant)

Call to check in and thank them once again

Nov. Call Campaign (Sales Consultant)

To top 20% of clients to let them know how grateful we are to have them and thank them for their business.