


Building trust and reputation with customers in clean heat.

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Clean Heat
Accelerator

Agenda

- Human nature/psychology
- Customer feedback
- Regulations & Standards
- Certification, Accreditation & Affiliation
- Great customer service
- Personalise the customer experience
- Customer feedback
- The power of social media

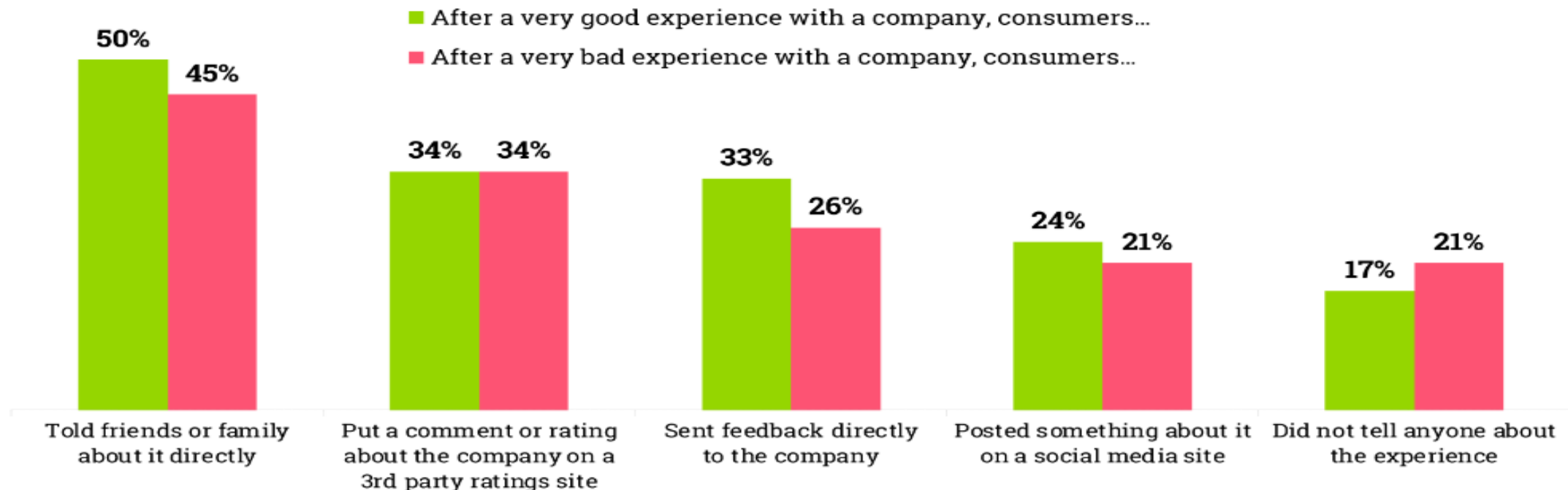
Human Psychology

- Negative emotions have a greater impact than positive emotions.
- We tend to think more deeply about negative experiences.
- People more likely to share a poor experience than a positive experience.

Think about what good & bad experiences have you had as a customer and how negative experiences could affect your business.

Consumer feedback

Consumer Feedback After Good & Bad Experiences



Published on MarketingCharts.com in March 2024 | Data Source: Qualtrics XM Institute

Based on a Q3 2023 survey of 28,400 consumers across 26 countries

Know the regs & standards

- The regulations and standards vary throughout the UK.
- Know & understand the devolved regulations and standards or know how to reference them – this is vital to ensure compliance.
- The Scottish Government Buildings Service Division:
 - Domestic Technical Handbook April 2024
 - Domestic Building Services Compliance Guide Feb 2023
 - Non-Domestic Technical Handbook April 2024
 - Non-Domestic Building Services Compliance Guide Feb 2023

Certification, accreditation & affiliation

- Certifications – the credentials that show your skills or knowledge in a specific field or technology.
- Accreditation – recognition, approval or accepting of something.
- Affiliation – joining a professional body provides many benefits and assurances.
- Displays professionalism and care.

Great customer service

- Communication – the key to everything
- Do what you say you are going to do
- Communicate throughout the job
- Explain the job, the tech, the changes in an easy-to-understand way, think of the learning styles & ensure understanding
- Meet the customers' expectations and beyond.

Personalise the customer experience

- Listen to the customer's needs & wants discuss, value their opinion
- Create value
- Meet your customers' expectations and beyond
- Go the extra mile.

Customer feedback

- Feedback helps us to know when we get it right & where we can improve.
- Use customer feedback survey's and thank them.
- Act on feedback in a timely fashion & share the actions taken.
- Testimonials – written, verbal or videos. A powerful way of showing successful customer outcomes.
- Review websites – consider using them.

The power of social media

- Add an active social media presence.
- Facebook, TikTok, Instagram, Twitter, LinkedIn.
- Share your work:
 - Take photos & videos of jobs
 - Tell the story of the job, the current set up and what is to be done, the challenges, the outcomes – start, middle, end.
 - Use customer feedback, testimonials and evidence of improvements.
- Keep posts regular and relevant – don't spam.

Any questions?

- Thank you for your attention.
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- Any technical Questions
- Contact George Todd or Scott Sanford
 - 12th September – Dundee