

## ABSF CUSTOMER COMMUNICATION TEMPLATE PACK

15 Ready-to-Use Templates | ABSF Pillars 1 & 3: Structure + Automation

Appliance GrandMasters (AGM) | ASTI | JourneyToCEO.com

**HOW TO USE:** Copy each template into your job management software, email platform, or SMS tool. Replace all [BRACKETS] with your company's specific information.

### 01 Appointment Confirmation

Channel: SMS + Email

Timing: Within 5 min of booking

#### SMS VERSION:

Hi [Customer Name]! Your appliance service appointment with Appliance GrandMasters is confirmed for [Date] between [Time Window]. Your tech will be [Tech Name]. Questions? Call us at [Phone]. Reply STOP to unsubscribe.

#### EMAIL VERSION:

Subject: Your Appliance Service Appointment is Confirmed — [Date]

Hi [Customer Name],

Your appointment is set. Here are the details:

Appliance: [Type]

Date: [Date]

Time Window: [Window]

Technician: [Name]

Service Address: [Address]

Our service fee for this visit is \$[Fee], which covers arrival and the first 30 minutes of diagnosis. We'll provide a full estimate before beginning any repair.

Questions? Call us anytime: [Phone]

[Company Signature]

## 02 Technician En-Route Notification

Channel: SMS

Timing: When tech  
departs for job

Hi [Customer Name]! [Tech Name] from Appliance GrandMasters is on the way and should arrive in approximately [X] minutes. Thank you for your patience — we'll see you shortly!

[Company Name] | [Phone]

## 03 Diagnostic Findings — Presenting Repair Options

Channel: In-person script  
(printed backup)

Timing: After diagnosis,  
before repair

"[Customer Name], I've completed my diagnosis of your [appliance brand] [appliance type].

What I found: [Explain in plain language — e.g., 'The drain pump has failed. That's what's stopping the water from draining and preventing the spin cycle.']

Your options are:

OPTION A — Repair: I can replace the [part] today. The cost would be \$[amount] for parts and labor, and the repair is covered by a [X]-day warranty.

OPTION B — [If parts needed]: The part needs to be ordered. It should arrive by [date], and we'd schedule a return visit at no additional service fee.

OPTION C — [If repair approaches replacement cost]: Given the age and repair cost, some customers in this situation choose to replace the appliance rather than repair it. I'm happy to complete the repair if you'd like — I just want to make sure you have the full picture.

What would you like to do?"

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                              |                                  |                                          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|----------------------------------|------------------------------------------|
| 04                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>Parts Order Status Update</b>             | Channel: SMS + Call              | Timing: Same day parts are ordered       |
| <p>SMS: Hi [Customer Name], we've identified the part your [appliance] needs and have placed the order. Expected arrival: [Date]. We'll call as soon as it arrives to schedule your return visit. Questions? [Phone] — [Company Name]</p> <p>FOLLOW-UP CALL SCRIPT: 'Hi [Customer Name], this is [Name] calling from Appliance GrandMasters. I'm calling to update you on your [appliance] repair. We've identified the part and ordered it — it's expected to arrive by [date]. As soon as it comes in, we'll give you a call to get the return visit scheduled. Is there a best time to reach you? Great. You have our number if anything comes up — we're at [phone]. Thanks for your patience!'</p> |                                              |                                  |                                          |
| 05                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>Return Visit Scheduling</b>               | Channel: Call + SMS confirmation | Timing: Within 24 hrs of part arrival    |
| <p>CALL SCRIPT: 'Hi [Customer Name], great news — the part for your [appliance] has arrived! I'm calling to get your return visit scheduled. We have availability on [Day] at [Time] or [Day] at [Time] — which works better for you?'</p> <p>SMS CONFIRMATION AFTER CALL:<br/>Great news! Your repair parts are in. Your return visit is scheduled for [Date] at [Time Window] with [Tech Name]. See you then! Questions? [Phone] — [Company Name]</p>                                                                                                                                                                                                                                                 |                                              |                                  |                                          |
| 06                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>Job Completion Confirmation + Invoice</b> | Channel: Email                   | Timing: Within 2 hours of job completion |

Subject: Your Appliance Repair is Complete — Invoice Attached

Hi [Customer Name],

Thank you for choosing Appliance GrandMasters! Here's a summary of today's service:

Appliance: [Type + Brand]

Repair Completed: [Brief description — e.g., 'Replaced drain pump']

Warranty: [X]-day warranty on this repair

Payment: [Collected on site / Invoice attached]

If your appliance experiences any issue related to today's repair within the warranty period, please call us immediately and we will return at no charge.

We'd love your feedback! A Google review takes less than 60 seconds and helps our small business enormously: [Review Link]

Thank you again,

[Tech Name] & the [Company Name] team

[Phone] | [Website]

**07**

**Post-Service Follow-Up +  
Review Request**

Channel: SMS (24 hrs) +  
Email (48 hrs)

Timing: Automated trigger  
after COMPLETE status

SMS (24 HOURS):

Hi [Customer Name]! How is your [appliance] working after [Tech Name]'s visit? If everything's great, we'd love a quick Google review — it means a lot to our team: [Review Link]. Any concerns? Call us: [Phone] — [Company Name]

EMAIL (48 HOURS — if no review):

Subject: How Did We Do? Your Feedback Matters

Hi [Customer Name],

It's been a couple of days since we serviced your [appliance]. We hope everything is working perfectly!

If you have a moment, we'd truly appreciate a Google review. As a local appliance service business, reviews from customers like you are how we grow and how other homeowners find reliable help.

[Review Link — large button]

Thank you for trusting us with your home.

[Company Signature]

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**Warranty Claim Status  
Update to Customer**

Channel: Call + Email

Timing: Within 48 hrs of  
claim submission

CALL SCRIPT: 'Hi [Customer Name], this is [Name] from Appliance GrandMasters calling with an update on your warranty claim. We submitted the claim to [Warranty Company] on [Date]. Typical processing time is [X] business days. I'll call you as soon as we receive confirmation. Is there anything else I can help you with?'

EMAIL:

Subject: Warranty Claim Update — [Job #]

Hi [Customer Name],

We've submitted your warranty claim to [Warranty Company] for the work completed on [Date]. Claim reference: [Number].

Expected processing: [Timeline]. We'll follow up with you once we have confirmation. If you have any questions or your warranty company contacts you directly, please let us know right away.

[Company Signature]

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Maintenance Plan Offer

Channel: Email (post-service)

Timing: 1 week after completed repair

Subject: Protect Your Appliances Year-Round — Maintenance Plan Available

Hi [Customer Name],

Thank you again for letting us service your [appliance] recently. We wanted to let you know about our Annual Appliance Maintenance Plan — a simple way to keep all your appliances running at peak performance and catch small issues before they become expensive repairs.

What's included:

- Annual inspection and cleaning of [covered appliances]
- Priority scheduling — no wait for plan members
- Discounted repair rate for plan members: [X]% off labor
- One free service call per year (diagnosis fee waived)

Plan price: \$[Amount]/year

Interested? Reply to this email or call us at [Phone]. We'll set everything up in 5 minutes.

[Company Signature]

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**Seasonal Maintenance  
Reminder**

Channel: Email

Timing: Seasonal —  
pre-summer/winter

Subject: Time for Your [Appliance] Check-Up — [Season] is Coming!

[REFRIGERATOR VERSION — Pre-Summer]

Hi [Customer Name],

With warmer temperatures on the way, this is the perfect time to have your refrigerator coils cleaned and efficiency checked. A refrigerator working harder in the heat is more likely to fail — and more expensive to run.

Schedule a quick maintenance visit now: [Booking Link]

[WASHER/DRYER VERSION — General]

Hi [Customer Name],

Did you know dryer lint buildup is the leading cause of appliance fires? A yearly vent cleaning is one of the most important maintenance tasks for your home. Let us take care of it.

Schedule now: [Booking Link]

[Company Signature]

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## Declined Repair Follow-Up

Channel: Email (5 days later)

Timing: 5 days after declined repair

Subject: Still Thinking About Your [Appliance] Repair?

Hi [Customer Name],

Our technician [Tech Name] recently visited to look at your [appliance]. We understand that the timing or cost may not have been right at that moment.

If you're still considering the repair, our written estimate from [Date] is valid for [X] days. We're happy to move forward whenever you're ready — just give us a call at [Phone] and we'll get you on the schedule without any additional service fee.

Alternatively, if you've decided to replace the appliance and need recommendations for reliable brands or installation service, we're happy to help with that too.

No pressure at all — we're here when you need us.

[Company Signature]

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### **Customer Complaint Acknowledgment**

Channel: Call (within 2 hrs) +  
Email confirmation

Timing: Immediately  
upon complaint receipt

CALL SCRIPT: 'Hi [Customer Name], this is [Name] calling from Appliance GrandMasters. I understand there's a concern with the work we completed on [Date], and I want to personally make sure we make this right. Can you tell me more about what's happening?

[Listen. Do not interrupt. Do not make excuses. Do not disagree.]

Thank you for letting me know. I'm very sorry this isn't resolved. Here's what I'm going to do: I'm going to get [Tech Name / a senior tech] back to your home on [Date/Time] to take another look at no charge. We stand behind our work completely.

Is [proposed time] convenient for you?'

EMAIL FOLLOW-UP:

Subject: We're Making This Right — Your Follow-Up Appointment

Hi [Customer Name],

Thank you for bringing this to our attention. We've scheduled a return visit for [Date/Time] with [Tech Name]. This call is at no charge.

If anything comes up before then, please call [Phone] directly. We're committed to making sure your [appliance] is working properly.

[Manager Name] | [Company Name]

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## Referral Request

Channel: Email (satisfied customers)

Timing: 2 weeks after positive review received

Subject: Know Anyone Who Needs Appliance Help?

Hi [Customer Name],

Thank you again for the kind words you left us — they meant a lot to our team.

We grow almost entirely through word of mouth, and if you ever have a neighbor, friend, or family member who needs appliance service, we'd be honored if you'd point them our way.

Here's our Google listing they can use to find us easily: [Google Business Link]

As a thank-you, if someone you referred books a service with us, we'll send you a \$[Amount] credit toward your next visit.

Thank you for trusting us with your home!

[Company Signature]

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## Annual Service Anniversary Touchpoint

Channel: Email

Timing: 12 months after first service

Subject: It's Been a Year! Thank You for Choosing Us

Hi [Customer Name],

It's been about a year since [Tech Name] came out to take care of your [appliance]. We just wanted to say — thank you for choosing Appliance GrandMasters.

As a valued customer, you're always welcome to call us directly at [Phone] for priority scheduling. And as a small thank-you for your loyalty, your next diagnostic fee is on us — just mention this email when you book.

We hope your appliances have been running perfectly. Here's to another year!

[Company Signature]

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## Service Guarantee Explanation

Channel: Included in every close-out conversation

Timing: At job completion — with every customer

### TECH SCRIPT AT JOB CLOSE:

'Before I head out, I want to make sure you know about our service guarantee. The repair I completed today is covered for [X] days. If the same issue comes back within that window, I'll return at no additional charge — no diagnostic fee, no labor fee. Just call the office at [Phone] and they'll get it on the schedule.

If anything else comes up with this or any other appliance in your home, I hope you'll call us first. We're here for the long run, not just today's call.'

### WRITTEN GUARANTEE ON INVOICE:

This repair is guaranteed for [X] days from the date of service. If the issue recurs within the warranty period, we will return at no charge to diagnose and correct the same problem. This warranty covers parts and labor for the specific repair performed. It does not cover unrelated appliance failures or damage from misuse.