



# **REOPENING CHECKLIST FOR HVAC, HOME PERFORMANCE, SOLAR CONTRACTORS: BEST PRACTICES FOR A STRONG COMEBACK**

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Energy Circle Webinar Series

*June 10, 2020*

**Energy Circle stands in solidarity with the Black Lives Matter movement and supports the fight against racial injustice and all forms of racism.**

# Upcoming Webinars

Wednesday, 6/17 at 5 pm ET: The Real Purpose of Your Website in 2020

Wednesday, 6/24 at 5 pm ET: What Are the Benefits of a Peer Group? Special Panel Discussion

Wednesday, 7/1 at 5 pm ET: How to Own Your Solar Lead Generation Strategy in Our New Low-Touch World

*Special Webinar with Pearl Home Certification, Tuesday, June 30: Healthy Homes Marketing & Communications with Kevin Brenner*

# Today's Agenda

- 1 Homeowner Mindset Around COVID Crisis**
- 2 Maximizing Your Key Communications Channels**
  - Google My Business
  - Website
  - Review Landscape
  - Email
  - Social Media
  - Virtual Meetings



# The New COVID-era Homeowner Personas



## C'mon in Jim

Unperturbed  
No outward signs of concern



## Cautious Kristina

Expects new protocols  
Respects overcommunication  
Will put you to the test



## Hell No Helen

Nothing is important  
enough to let you in  
my house

# Rise of “Digital and Low Touch”



## © Consumer changes to digital and low-touch activities fall into three primary buckets

User growth since COVID-19 <sup>2</sup>	<b>High (&gt;40%)</b> <b>Works for now</b> Activities necessitated by COVID-19 that are poor substitutes for in-person counterparts, and consequently have lower intent to continue	<b>Accelerated shifts</b> Satisfactory digital replacements for in-person activities and connectivity, with growing adoption
	<b>Low (&lt;40%)</b>	<b>Potentially here to stay</b> New and familiar forms of entertainment and interaction with medium-high intent to continue
	Low (<45%)	Medium-high (>45%)
<b>Intent to use after COVID-19<sup>1</sup></b> Percent of new or increased users who intend to keep doing activity after COVID-19		

- **User growth** is defined as the percent of respondents who replied that they are **new users** over the percent of **respondents** who replied that they were **using this service pre-COVID-19**
- **Intent to continue** is defined as the percent of respondents who replied that, after COVID-19, they will **keep their usage at the same level or will increase usage**

<sup>1</sup> Q: Compared to now, will you do or use the following more, less or not at all, once the coronavirus (COVID-19) situation has subsided? Possible answers: "will stop this"; "will reduce this"; "will keep doing what I am doing now"; "will increase this."  
<sup>2</sup> User growth is calculated as % of respondents who replied that they are new users over % of respondents who replied that they were either: increased usage users, same usage users, or reduced usage users.

Source: McKinsey & Company COVID-19 US Consumer Pulse Survey 4/20-4/26/2020, n = 1,052, sampled and weighted to match US general population 18+ years

# Homeowners Forever Changed?

## The New York Times

RIGHT AT HOME

### Telemedicine for Home Repairs?

The coronavirus has made homeowners wary of inviting workers into their homes, but some contractors can make a diagnosis virtually.



May 29, 2020

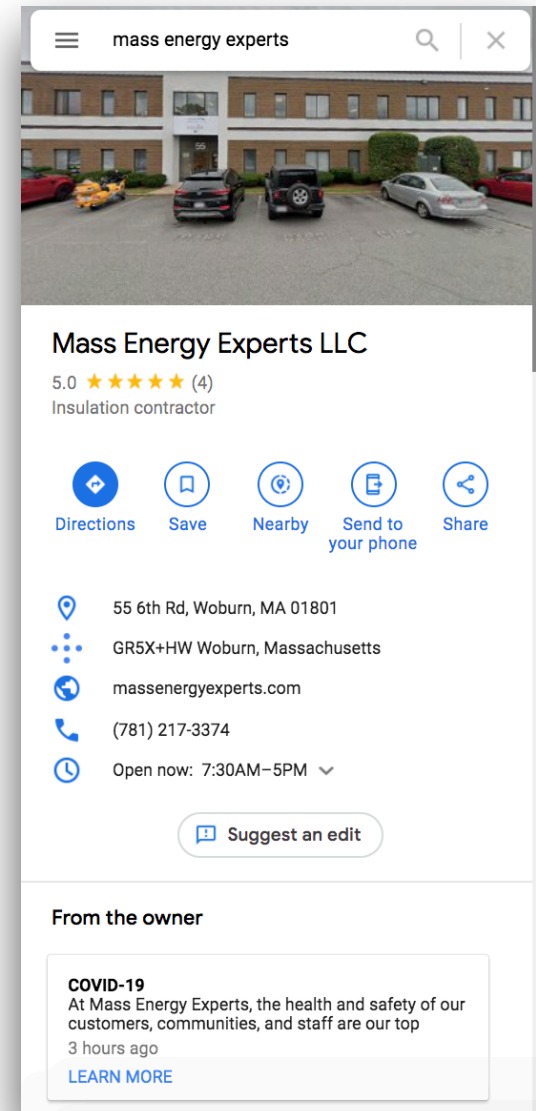


# **CHECKLIST FOR MAXIMIZING YOUR KEY COMMUNICATIONS CHANNELS**



# Google My Business


- **OPEN HOURS:** Accurate and up to date?
- **AUTO UPDATES:** Doublecheck for changes
- **CATEGORIES:** Seasonally correct?
- **PRODUCTS:** Add virtual or no/low touch
- **GMB POST ON COVID PROTOCOL:** Sticky to top
- **COMPANY DESCRIPTION:** Add protocols?
- **GMB Q&A:** Ask and answer Covid related Q's.
- **PHOTOS:** Low touch action shots



# Google My Business Covid Update Post

Create post ✕

[COVID-19 update](#) [Offer](#) [What's New](#) >

 **Changes to your business?**  
Let customers know about any changes to your business due to COVID-19

Update your status

Add a button (optional)

None ▾

[Preview](#) [Publish](#)

# Google My Business Q&A

Ask a question

What precautions are you taking for COVID-19?

Like Answer

2

The health and safety of our customers, communities and team are our top priority. Please visit our website for the latest updates on the precautions we are taking as this situation evolves. We have already implemented working from home policies, virtual solar appointments and taking extra sanitary precautions for on-site solar installations. If you have any questions, please contact us 617-648-5601 or visit our website w

Like

# Modified Company Description



Mass Energy Experts offers homeowners in eastern Massachusetts a no cost home energy assessment to help them save money on their heating and cooling costs. Mass Energy Experts is a Mass Save Partner and we will help you access the rebates and incentives through the Mass Save program, including insulation and air sealing upgrades. Mass Energy Experts believes in a whole home approach to energy efficiency. We partner with the top solar, HVAC and window installers to provide the highest quality service, equipment and warranties. Let us show you what you can do to improve the energy efficiency of your home. During COVID-19, we are offering virtual no cost home energy assessments.





# Using Photos



# Website

- **COVID STATEMENT PROMINENCE:** Need an update?
- **EMPHASIZE OPEN:** Especially if you were shut down
- **SHOW LOW TOUCH:** Photos, videos
- **HEALTHY HOME MESSAGING:** Relate your services

The screenshot shows the Princeton Air website. At the top right, there is a navigation menu with links: About, FAQ, Blog, News, Payment Options, **Careers**, Case Studies, Pay Bill / Client Portal, Contact, Special Offers, and 609-454-6328. The Princeton Air logo is on the left, with the tagline "Discover the Difference". Below the logo is a horizontal menu with categories: SPECIAL OFFERS, HEATING & COOLING, PLUMBING, HOME AUTOMATION, **HEALTHY HOME**, HOME PERFORMANCE, COMMERCIAL SERVICES, and EMERGENCY SERVICE. The main content area features a light blue background with the heading **COVID-19/Coronavirus Statement** and the sub-heading **We Are Open And Fully Operational.** Below this, a section titled "What we're doing in response to COVID-19/Coronavirus:" contains a paragraph of text. To the right, a dark blue sidebar contains the text "Discover What We Can Do For You!" and the phone number "609-454-6328". Below this is a contact form with fields for Name, Phone, and Email, and a dropdown menu for "I need..." with radio button options: Maintenance, Repair, Estimate, and Other.

About | FAQ | Blog | News | Payment Options | **Careers** | Case Studies | Pay Bill / Client Portal | Contact | Special Offers | 609-454-6328

**Princeton Air**  
Discover the Difference

SPECIAL OFFERS | HEATING & COOLING | PLUMBING | HOME AUTOMATION | **HEALTHY HOME** | HOME PERFORMANCE | COMMERCIAL SERVICES | EMERGENCY SERVICE

**COVID-19/Coronavirus Statement**

**We Are Open And Fully Operational.**

**What we're doing in response to COVID-19/Coronavirus:**

Like many of our family, friends, and neighbors, the team at Princeton Air has been closely monitoring developments in the COVID-19/coronavirus pandemic. Our priorities are to continue to be an asset to the community during these uncertain times, while at the same time ensuring that our employees and our customers remain as healthy and safe as possible. You may have questions about an upcoming service appointment, would like to upgrade your system, or you need to call for service. [Here are just a few of the precautions we're taking moving forward.](#)

Discover What We Can Do For You!

**609-454-6328**

Name \*

Phone \*

Email \*

I need... \*

- Maintenance
- Repair
- Estimate
- Other

# Going the Extra Mile

Introducing our

## “NO ENTRY” A/C Maintenance

• ALL INTERACTIONS HAPPEN VIA THE PHONE •

### NO HOME ENTRY REQUIRED.

There's no reason to skip your important seasonal maintenance that saves energy and helps ensure your A/C will work reliably all summer long.



1. We'll call you when we arrive at your home



2. We'll leave a filter at your door and ask that you replace your old one (when applicable)



3. We'll ask you to turn the thermostat down



4. We'll perform our comprehensive service on the outside unit



5. Once complete, we'll call you with our findings



6. If necessary, we'll take a credit card payment via phone and email you a receipt

# Reviews

- **TEST GOOGLE FLOW:** Reviews going through, responses publishing?
- **GET COVID REVIEWS:** Especially if you were shut down
- **GET RECENT REVIEWS:** Demonstrate you are open for business

★★★★★ 3 weeks ago - [■]

**Positive:** Professionalism, Punctuality, Quality, Responsiveness, Value

The [redacted] called me in advance before I made appointment and they stated they will keep social distancing and wear **mask** and gloves, and there is no touch on thermostat, at this difficult time. The technician Luke arrived on time. He was wearing **mask** and gloves, and used basement door to get access to furnaces. It takes about 50mins to get all work done. All the statements were sent by email. There was no signature required, and there was no direct contact. Nice job. Thank you



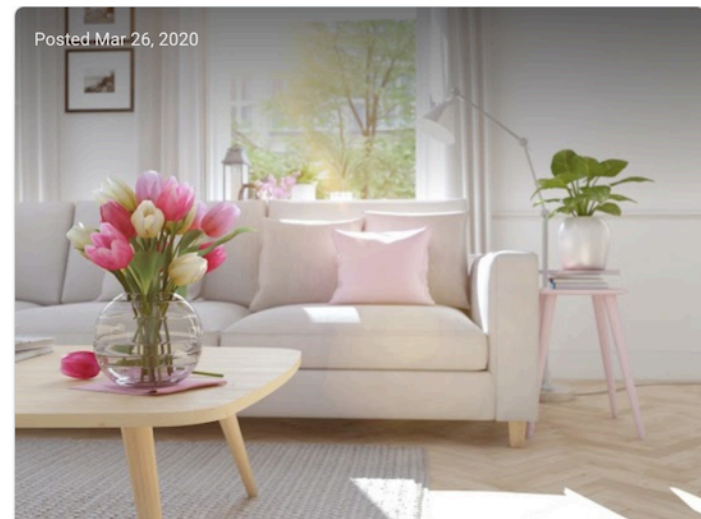
# Social Platforms

- **UPDATES ON PROTOCOLS:** Demonstrate awareness
- **PHOTOS DEPICTING LOW TOUCH:** Crews in action



Posted Apr 27, 2020

Thanks to all our solar installation crews who are out there bringing energy security to customers across Massachusetts! Safety first with gloves and masks! If you're interested in going solar, start with a free VIRTUAL solar quote from Boston Solar.



Posted Mar 26, 2020

As circumstances are changing day to day, our team is operating to our fullest ability while maintaining safety precautions set out by the CDC. We remain committed to serving you safely, which is why if you are one of our Maintenance Agreement customers, 65 years or over, and not able to get out to do shopping, you can call our office, and we will happily shop for and deliver necessities to your home. You can pay by check, cash, or credit card, with no additional charge for shopping or delivery.

[Learn more](#)

71 views 1 click

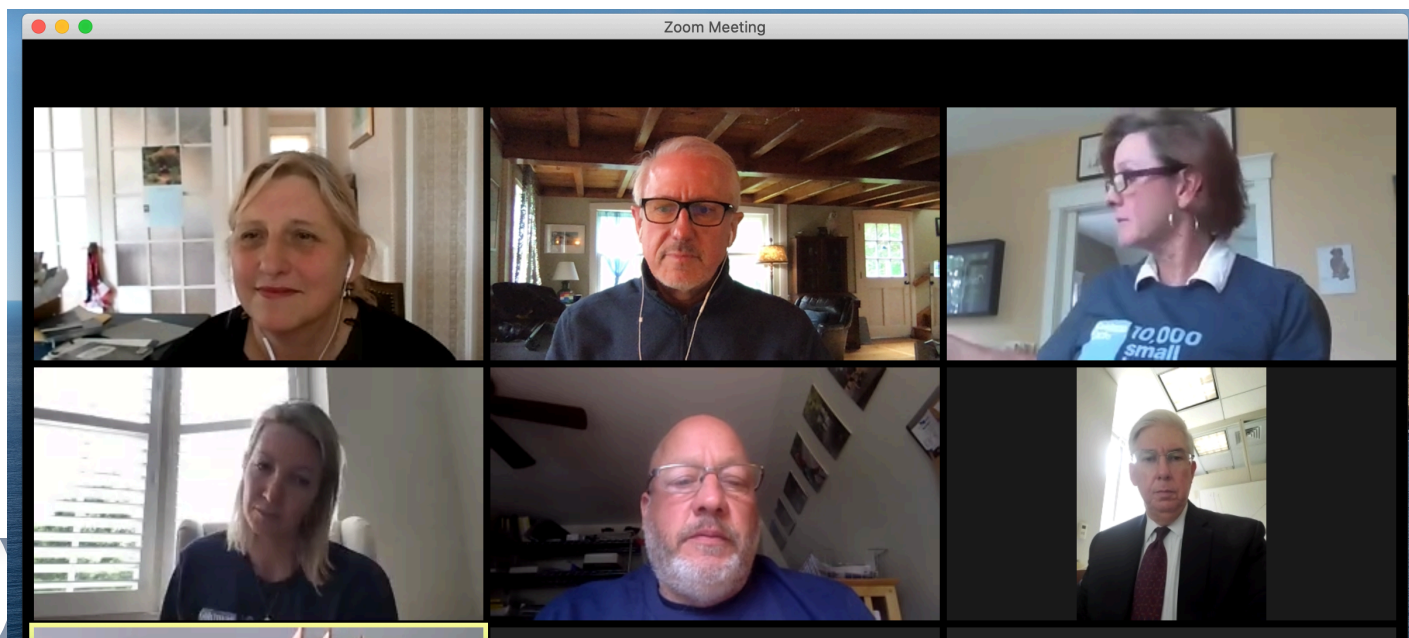
[Share post](#)

# Email & Texting

- **REOPENING ANNOUNCEMENT:** Leads, quotes in process
- **REQUEST PAST CUSTOMER REVIEWS:** Small biz sympathy is high
- **PRE-VISIT COMMUNICATIONS:** Demonstrate you are open for business

# Perfecting Your Digital Communications

- **VIRTUAL SALES TRAINING:** Different skills; harder one call close
- **VIDEO MEETING QUALITY:** Studio setup, company pitch decks, graphics
- **CSR PROCESSES:** Appointment show up % is lower
- **CRITICAL SYSTEMS:** CRM fully operational?





**THANK YOU!**  
**QUESTIONS?**

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