## Energy Customer Retention & WIN-BACK Strategies





Hi [Fname], it's [your name], how are you?

I'm good thanks, how are you?

I'm very well, thank you. I'm giving you a call because I think I could save you money on your electricity bill. Almost everybody in Australia has received a price increase from their energy provider and I have access to an invitation-only limited-time offer from a major energy retailer. Are you happy for me to do a bill comparison for you to see if I could save you money? You'd be doing me a huge favour!

I'm not sure...

I have my own service with Alinta Energy and I'm confident you will be happy with their service. If you're happy for me to do a bill comparison for you, we can find out exactly how much you could be saving.

Or

I have recently referred some of my other friends and family to Alinta Energy and I'm confident you will be happy with their service. If you're happy for me to do a bill comparison for you, we can find out exactly how much you could be saving.

Yes okay

Excellent! Thanks, I really appreciate you supporting my business. By the way, Alinta Energy has no lock-in contracts or exit fees, so if you're not happy, you can leave at any time. Thanks very much for your time. I will be in touch once I have your quote.

