Energy Customer Retention & **WIN-BACK** Strategies





Hi [First name],

I'm reaching out 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 can save you money? You'd be doing me a huge favour.

We've been working with Alinta Energy for over a year and they're highly competitive and have no lock-in contracts or exit fees. I have my own service with Alinta Energy and I'm really happy with it.

If you wouldn't mind sending me a copy of your current bill, I can do an obligation-free bill comparison for you. I can give you a call to discuss it with you – are you free after 6pm?

Otherwise, if you'd like to learn more about Alinta Energy, please feel free to give me a call at any time on [mobile number] or visit my website [insert website].

Kind regards,

[Your name]

