

## SCRIPT

Customer Service Representative (CSR): Thank you for calling ABC Fuel Company, this is Jane, how can I help you?

Oilheat Customer (OHC): This is Mrs. Doe; I'm calling regarding my oil bill.

CSR: Can I please have your telephone number or address, Mrs. Doe, so I can look up your account?

OHC: 333-444-5555

CSR: Okay, just let me verify I have the right account: Jane Doe, 4548 Wellington Ct., Richmond

OHC: That's me.

CSR: How can I help you today, Mrs. Doe?

OHC: I'd like to know why my oil bill is so expensive.

CSR: Unfortunately, the price of energy has increased tremendously over the last few months ... (Doesn't finish because customer interrupts)

OHC *interrupts*: I understand that, but I truly cannot afford this type of bill after each delivery.

CSR: Let me try to help. Do you have a few moments to discuss some options, and figure out if we can help reduce your heating costs?

OHC: Okay, but I don't have a lot of time.

CSR: Well, taking a quick look at your account I see that you burn 1100 gallons a year and pay after each delivery. I understand how difficult that can be. Have you ever considered using our convenient monthly payment plan to spread you payments evenly throughout the year?

OHC: No I haven't but that sounds like a good idea. However, that is not going to lower my bills, isn't there something I can do to really save money?

CSR: Yes there are ways to save money Mrs. Doe. Having your system tuned-up on a regular basis can reduce costs. If you'd like I can up arrange to send one of our energy specialists over at a time that's convenient for you. We'll perform a tune-up, evaluate your heating system and suggest some affordable upgrades to reduce your heating bills.

OHC: Let me think about that. How much does it cost?

CSR: The charge is \$X plus parts, normally the total is about \$X. Would you like me to schedule a tune-up and set you up on a monthly payment plan?

OHC: Not yet. How much would the monthly payment plan be?

CSR: Based on current prices and your estimated use, it would be \$x per month.

OHC: That's still a lot, what else?

CSR: I think the best option is to start with the tune-up. When our energy specialist is there, he can inspect your system, and provide you with options on new equipment that could reduce your heating cost. In some cases our customers have invested in new heating systems and seen oil usage fall by as much as 40 percent.

OHC: Is there anything I can do in the meantime?

CSR: We can all reduce oil consumption by making a few minor adjustments in our lifestyles –washing clothes in cold water instead of warm/hot water and taking shorter showers will save you a few dollars.

Another inexpensive option is to add insulation to your home, this will help keep your home cool in the summer and warm in the winter. In our area, the attic insulation should have an R Value of 49 this is about 15 inches in your attic. If you measure the insulation and it is much less, adding a layer will be money well spent. If you'd like I can recommend a contractor to do that for you.

OHS: I'll check on the insulation. Anything else that might be cheaper?

CSR: You can have programmable thermostats installed in your home; they can reduce your bills by several percent and only require an investment of \$X.

OHC: That sounds like a good idea, can it be done at the same time as the tune-up?

CSR: Yes Mrs. Doe, it can. Let me set up an appointment that's convenient for you, does the morning of Friday, July 25 work for you?

OHC: Yes that would be fine.

CSR: Okay, we'll call you the day before to remind you about the appointment. By the way, would you like me to go ahead and set up a monthly payment plan for you?

OHC: Yes, I think that will help.

CSR: I'll set that up today. Is there anything else I can help you with?

OHC: No, I think that's all for now.

CSR: Thank you for being our customer and have a good day.

OHC: Thank you; you too.

\*(for R Values go to [http://www.ornl.gov/sci/roofs+walls/insulation/ins\\_16.html](http://www.ornl.gov/sci/roofs+walls/insulation/ins_16.html))

## ADDITIONAL INFORMATION

LIHEAP is a plan that helps with the bills of families who are in need, but be careful when offering this option it may offend some customers and the programs are limited. You should tell the customer that there are some government programs designed to help with energy costs, and ask if they would like help accessing them, or would like a contact number.

### *Facts and Additional Information*

According to the EPA and DOE, choosing ENERGY STAR and taking steps to optimize the performance of your heating equipment, you are helping to prevent global warming and promoting cleaner air while enhancing the comfort of your home.

According to the DOE Heating and cooling account for 50 to 70% of the energy used in the average American home. Inadequate insulation and air leakage are leading causes of energy waste in most homes. Insulation saves money and our nation's limited energy resources, makes your house more comfortable by helping to maintain a uniform temperature throughout the house, and makes walls, ceilings, and floors warmer in the winter and cooler in the summer.

According to the U.S. Department of Energy Efficiency and Renewable Energy (EERE) you could save as much as 10% a year on your heating and cooling bills by simply turning your thermostat back 10% to 15% for 8 hours. You can do this automatically without sacrificing comfort by installing an automatic setback or programmable thermostat.

Money Magazine reports that upgrading an Oilheat system could "save you more money than any other home improvement project" and concludes that "the cost of converting would probably be higher than the savings." Indeed, money spent to upgrade a heating system or replace it with a modern, high-efficiency model can reduce fuel consumption by 40% or more. At today's prices, that's like reducing the cost of every gallon of Oilheat by \$1.60!\*

\*assumes a cost of \$4.00/gallon

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### Sites for Information

[www.Oilheatamerica.com](http://www.Oilheatamerica.com)

[www.Eia.doe.gov](http://www.Eia.doe.gov)

[www.Aceee.org](http://www.Aceee.org)

