

CONTRACTOR COMMERCE EMPOWERS FOCUS HEATING & COOLING'S CUSTOMERS TO MAKE PURCHASES AND MANAGE THEIR ACCOUNTS ONLINE.

Focus Heating & Cooling now has a **fully functional e-commerce website.**



SITUATION

Focus Heating & Cooling has been serving homes and businesses in Oregon's Mid-Willamette Valley for more than 15 years. The family-owned company provides service and installation for all brands and specializes in heat pumps, air conditioning, gas and electric furnaces, and ductless units.



**“EVERY TRANSACTION
HAD TO GO THROUGH
SOMEONE IN THE
OFFICE.”**

In her constant search for new ways to grow the business, co-owner Janci Burns discovered Contractor Commerce.

“She was interested in empowering customers to use the company's website to pay their bills, schedule service, and purchase products in a quick and easy way,” said dispatcher Todd Smedstad. “Before we began using Contractor Commerce, every transaction had to go through someone in the office.”

To Todd, Contractor Commerce seemed like the perfect partner for growing the business.



I'm completely satisfied with the value that Contractor Commerce brings to the table. It's a sound and reliable company.

Todd Smedstad

Dispatcher | Focus Heating & Cooling

“I have **much more time on my hands** to handle other business matters.”



SOLUTION

Contractor Commerce installed and customized a plugin on Focus Heating & Cooling’s website that allows the company to sell products like furnace filters, services like maintenance plans, and fully installed HVAC systems.

“The installation went smoothly,” said Todd. “We had a couple of Zoom meetings during which the Contractor Commerce team explained their processes and procedures to us, and they answered all of the questions we had.”

Thanks to Contractor Commerce, Focus Heating & Cooling now has a fully functional e-commerce website.



**“WHETHER THEY ARE
PAYING FOR SERVICE
OR INSTALLATION,
CUSTOMERS NOW PAY
ON OUR WEBSITE. IT’S
HIGHLY CONVENIENT
FOR THEM.”**

“Sure, we sell filters online, but the biggest growth area for us is customers paying their invoices,” said Todd. “Whether they are paying for service or installation, customers now pay on our website. It’s highly convenient for them.”

For instance, when Focus Heating & Cooling does an install, the customer is advised that payment must be made upon completion of the install. Sometimes the customer isn’t home or isn’t prepared to pay the installation technician. That’s no longer a problem. The technician simply leaves the invoice and the customer goes onto the website to make payment.

RESULTS

Time savings

Contractor Commerce saves time for the Focus Heating & Cooling team. “I no longer have to check my messages and then call customers back just to sell them a filter,” said Todd. “Now that they can order filters, products, and installs, I have more time on my hands to handle other business matters.”

Reduced cost

Focus Heating & Cooling has experienced a cost reduction relating to its answering service. “We pay our answering service by the minute,” said Todd. “Now that customers can manage their accounts on our website, we get much fewer calls that end up at our answering service.”

Improved customer satisfaction

“For me, the biggest thing that I love about Contractor Commerce is the benefit to customers,” said Todd. “We are respecting their time and giving them options, and they appreciate that.”