

CASE STUDY



Lindstrom Boosts Service Agreement Sales via Online Store

Email Marketing Drives Renewals and Reduces Admin Costs



Lindstrom Air Conditioning & Plumbing, an established name in the HVAC industry, has constantly sought innovative ways to enhance customer engagement and boost their sales. Recognizing the potential of digital transformation in marketing strategies, Lindstrom partnered with Contractor Commerce to leverage the combination of their online store plus email marketing to promote online service agreement sales and renewals.



🚰 THE CHALLENGE

Previously, Lindstrom relied on labor-intensive, oneon-one communications for service agreement renewal outreach, which was time-consuming and costly. They needed a streamlined, cost-effective approach to maintain competitiveness and sustain customer loyalty.



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"Automated email blasts targeted customers with service agreements expiring in 30 days, generated over **\$55,152** in payouts from renewals alone."

Kevin Lindstrom

Assistant General Manager Lindstrom Air Conditioning



CASE STUDY



Simplifying Processes: Ecommerce Enables Easy Renewals

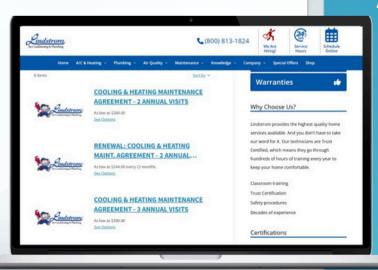


Leveraging the capabilities of Contractor Commerce, Lindstrom initiated an **automated email campaign** aimed at customers with service agreements nearing expiration. This strategy involved sending personalized email blasts that reminded customers of their expiring agreements and prompted quick renewals through a direct link to Lindstrom's online store powered by Contractor Commerce.

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"Thanks to the seamless integration provided by Contractor Commerce our system efficiency has skyrocketed, **streamlining processes**, and driving **remarkable business growth**."

RENEW NOW -



Kevin Lindstrom

Assistant General Manager Lindstrom Air Conditioning



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Maximizing Renewal Revenue with An Online Store + Email Marketing





Increased Sales:

The automated email campaign proved to be highly effective, generating over \$55,152 in payouts from renewals alone.

Market Differentiation:



Lindstrom's use of Contractor Commerce's online store platform transforms customer engagement, improves retention, and reduces operational costs. Lindstrom makes it easy for customers to buy or renew service agreements, setting them apart from the competition. Air Conditioning & Plumbing

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