

Frequently Asked Questions

BY GARRY UPTON

Over the course of 2006, this space will identify opportunities within customers' homes that you may not have observed in the past. The opportunities are based on a recent homeowner survey conducted by Decision Analyst, Inc.

This Month's FAQ: *One of my install techs is twice as fast as any of the rest. My problem is, his callback average is one in every four. He still gets more accomplished with his one-in-four than any of the other installers do. How does he stack up against the industry as a whole?*


Nationally, based on the American Home Comfort study, more than one in every three installations of full or partial central systems has required a callback to fix a problem.

With the huge number of hours worked in any given season, and the numbers of different problems encountered, we all know there will be some callback work. However, keeping callbacks to a minimum is a must, because, after all, customer loyalty is at stake.

Record the reasons for each callback as they occur. Then, begin trending them by installer and in total. By tracking the reasons, you can review them with your install group, prepare them for more of the specific circumstances, and eliminate many future ones.

This chart shows the six key reasons for callbacks. When you see an 11%, it simply means that nationally, 11 in every 100 installations required a callback because of that specific issue.

The bad news is, the base two reasons for callbacks are each very large.

The good news is that the base two reasons — especially “would not run” — should be the easiest of all the reasons to test for and fix before leaving the job site. 

Garry Upton of Decision Analyst, Inc. shares his interpretations of its American Home Comfort Study of 19,000 homeowners, and probes what customers look for in HVAC contractors. To learn more about this study, or purchase it, contact Garry at gupton@decisionanalyst.com.

