

# Customer- Centric Marketing

---

How a NYC company got back to business  
during the pandemic



# The Business

---

## NYC's largest HVACR service provider

Arista Air Conditioning is the largest HVAC service company in the NYC metro area, a thriving business with thousands of customers and approximately 250 employees.

Much of Arista's growth and success over the past 7 years was due to leadership recognizing the need to invest in marketing efforts that focused on customer needs.



# The Challenge

---

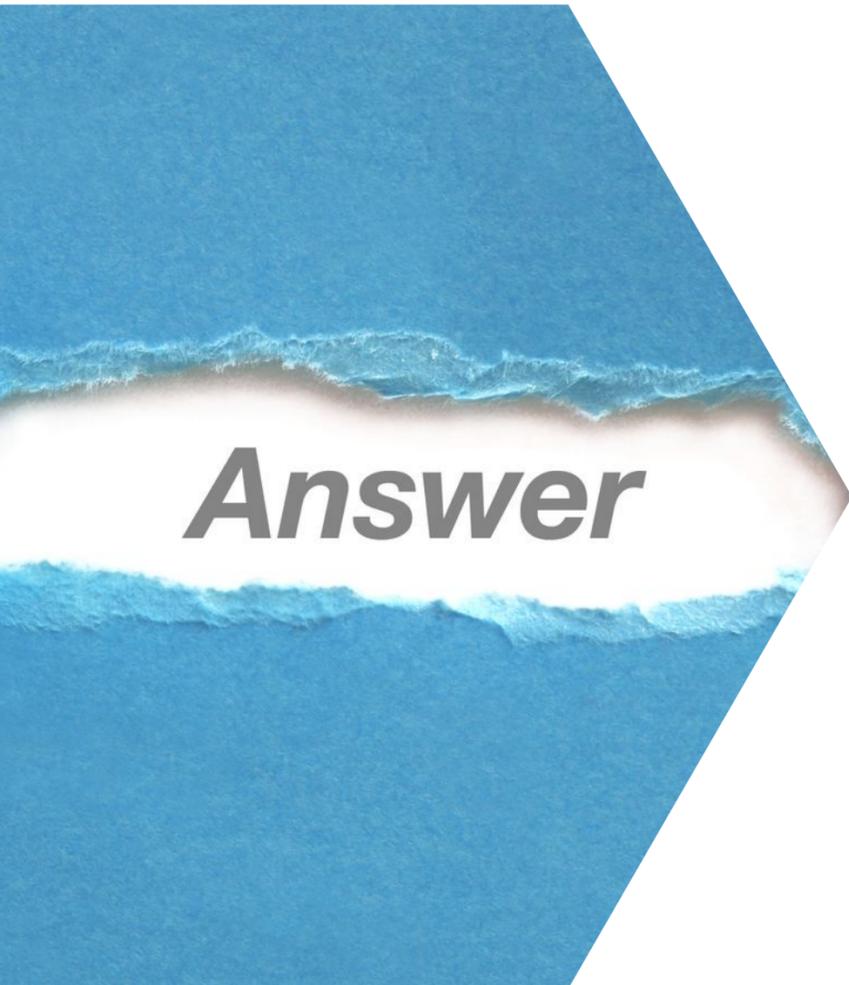
## A paralyzing situation

Like most companies in New York City, Arista had their business ground to a halt by the COVID-19 pandemic. Business dried up overnight.

Even though they were considered an essential business and allowed to perform emergency service, the vast majority of their customers had closed down. They were forced to furlough nearly 200 employees.

Knowing their customers extremely well became an advantage that would help them survive the pandemic.





***Answer***

# The Plan

---

## **Anticipate and help**

Arista did something different: they immediately started planning for what customers would want and need from them during the pandemic and as NYC began to reopen.

Maintaining the fundamental strategy of answering the customers needs, we got to work identifying and addressing real customer concerns about COVID-19 and their HVAC systems.

We developed and shared helpful information that answered their questions and offered transparent advice about air quality solutions, giving customers the confidence they needed to prepare for reopening.

By being proactive and adjusting their process, Arista also made it easy for customers to get cleaning and startup services safely and conveniently.



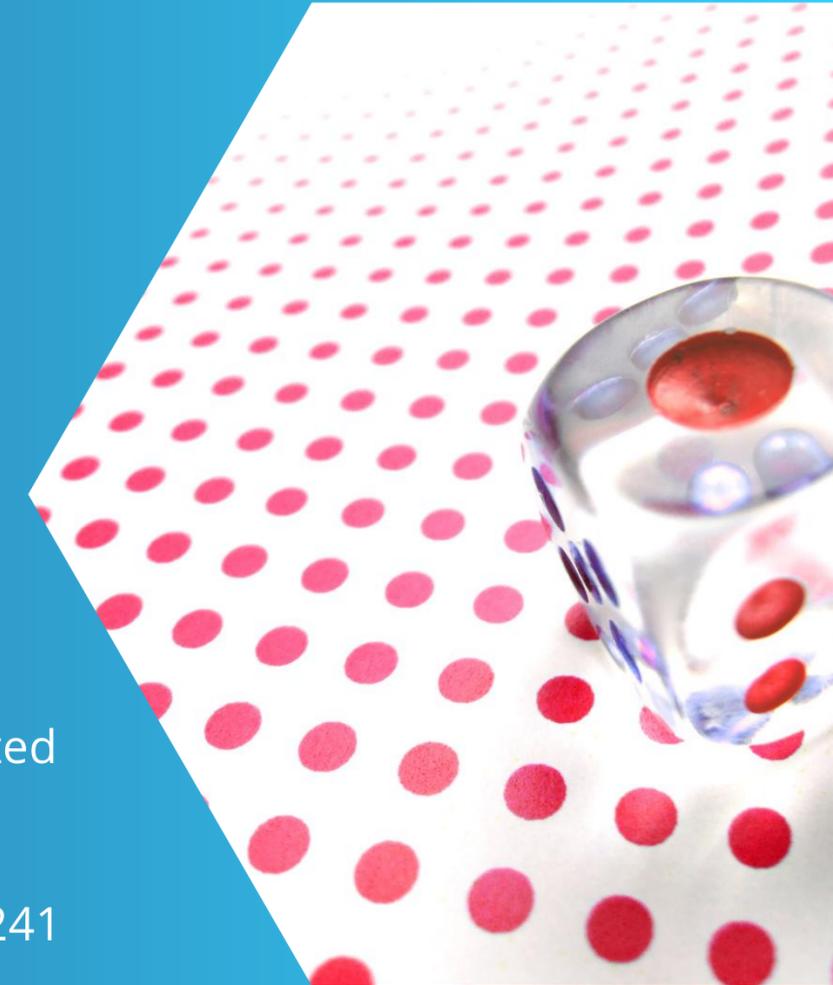
# The Outcomes

---

## Back to business

With a marketing plan focused on communicating timely information that their customers actually wanted to receive, Arista was able to:

- **FILL THE PIPELINE.** A series of informative emails with options to pre-schedule service resulted in 241 service requests.
- **UPSELL WHERE APPROPRIATE.** Some customers wanted new HVAC solutions to help them reopen safely. Anticipating that need and providing reliable information has helped Arista to develop new sources of revenue.
- **GET EMPLOYEES BACK TO WORK.** Arista was able to bring furloughed employees back to work weeks ahead of what they expected. In an industry where qualified technicians are in high demand, this was critical to prevent losing key staff.
- **BUILD CUSTOMER TRUST & RETENTION.** The chance to get their AC needs taken care of during the lockdown (while staying safe) reinforced customer loyalty.



# Customer- centric marketing builds better relationships and grows revenue

Every customer wants to do business with companies that go out of their way to be helpful and provide what they need.

This is not rocket science. In fact, providing what your customers want and need is the (relatively) easy part. The harder part is understanding exactly what that is.

***What they truly want and need might come as a surprise to you.***

Customer-centric marketing helps you get inside the minds and hearts of your audience, so you shine as the solution that makes things easy for them.

Find out how HELLO Marketing creates and implements marketing programs that deliver long-term results, even during the most difficult and uncertain circumstances the world has ever seen.