



Discover How...

Gene Johnson Plumbing & Heating Generated a Consistent Flow of Referrals without Lifting a Finger



The Challenge

In business since 1976, Gene Johnson Plumbing & Heating was well aware of the importance of repeat and referral business, especially to plumbing/HVAC companies. So, they would occasionally thank clients for their business and try to encourage referrals. However, they never had a system in place to ensure it was completed consistently with every customer, so they knew they were missing out on some opportunities for more repeat and referral business.



The Solution

gFour Marketing set up a system to ensure every Gene Johnson Plumbing & Heating customer received a Thank You Card with a bounce-back gift card and email communications to stay top of mind. Customers are also invited to join the Referral Rewards Program to systematically create an influx of referral business.

The Results

Owner Kimberly Kean now receives many email replies with positive feedback from clients regarding their service and the Thank You communications. Her customers also really respond to the Referral Rewards Program. Gene Johnson Plumbing & Heating gets multiple referrals each and every week due to the consistency of the program. It's so effective, Gene Johnson has even added some local related businesses to the program to gain additional referrals and build relationships with key partners in their market.

"The gFourMarketing program is great for customer retention. It's such a friendly way to communicate with our customers, and it's so effective because it's a professional, automatic system. We usually get multiple referrals a week through the Referral Rewards Program. Now that we've started, I would never stop doing it."

Kimberly Kean, Gene Johnson Plumbing & Heating
Seattle, WA