



# Discover How...

## Schuler Service Systematically Drove Customers Back to their Business!



### The Challenge

Greg Joyce, owner of Schuler Service, always knew their plumbing & HVAC company should have a retention marketing program in place to thank their customers and keep in touch with them. However, the responsibilities and daily grind of running the business always got in the way of making this happen, and Greg knew it would take additional staff and resources to implement a successful retention marketing program in-house.



### The Solution

Through industry partnerships, Greg was introduced to gFour Marketing Group. Their team customized a program for him that included "Thank You" communications with bounce-back Gift Cards, Keep-In-Touch email communications and a Referral Rewards Program.

### The Results

In the first year of working with gFour Marketing Group, Schuler Service had approximately \$159,000 in business that came directly from the Thank You Gift Cards. In their second year, that number is on track to reach \$200,000. Even if the majority of those customers were going to come back to them without the gift card incentive, Greg says the remaining ROI and ease of the program would still make it a no-brainer.

*"gFour Marketing has filled a void in our business that we just weren't able to take care of in-house beforehand –and that's customer retention. We are blown away by the ROI and our customers' responses to the program. Beyond that, we know good customer service, and gFour Marketing absolutely delivers it. At Schuler Service, we cater to our clients, and in turn, gFour caters to us. Their team does an outstanding job."*

**Greg Joyce, Owner of Schuler Service**  
Allentown, PA