



Discover How...

NixCo Plumbing Inc. Secured 50% of their Business with Repeat Customers!



The Challenge

After nearly 40 years in the plumbing business, the owners of NixCo Plumbing Inc. had already acquired a large customer base. They had been successful in procuring new business, but had not yet found a succinct strategy to increase their repeat customers by constantly staying top-of-mind.



The Solution

To show their appreciation and ensure the best customer experience, NixCo Plumbing began using our Plumber Program, including:

- Thank You Card with Gift Card
- Referral Rewards Program
- Happy Home Gazette Email & Print
- Personalized Emails
- And More!

The Results

By reaching out to past customers with the digital and print versions of the Happy Home Gazette and enrolling new customers in their Plumbers Program, NixCo Plumbing saw:

- **Repeat Business constitute 50% of their total business**
- **Fully committed schedules 100% of the time**

This achieved the consistent communication and repeat business they were seeking!



“By implementing the Plumbers Program with gFour, we have been able to increase our repeat business dramatically. We’re booked solid—3 or 4 days out—and about half of our business comes from past clients! gFour provided a great way to build a wall around our customers base. It’s THE way to keep your customers coming back.”

Jeff Heger, NixCo Plumbing Inc.
Mason, OH