



Discover How...

Energy Swing Windows & Doors Grew their Repeat and Referral Business to close to 70% in Just 1 Year.



About Energy Swing Windows & Doors

In 1996, Steve Rennekamp started Energy Swing Windows & Doors in Murraysville, Pennsylvania. They manufacture a unique, patented window and have put a premium on their customer experience from Day 1.

The Challenge

Because of providing an excellent customer experience, Energy Swing Windows & Doors always achieved high levels of repeat and referral business - typically comprising about half of their jobs. However, as demand skyrocketed in 2020 and 2021, they recognized an opportunity to outsource and automate their Relationship Marketing.

The Solution

Summer 2021, Energy Swing Windows & Doors started using gFour's **1Into5™ Program** to help them take their repeat and referral business to the next level.

Their Professional 25 Program includes the following to nurture their customer relationships:

- Thank You Card with Bounceback Gift Card and Authentic Feedback™ Card
- Referral Rewards™ Program
- Authentic Feedback™ Program
- Quarterly Print Newsletters
- Monthly Email Newsletters
- Ongoing Email Communications



The Results

In just 12 months with the program, Energy Swing saw their Repeat and Referral Business grow from **40% to close to 70% of their business**.

Marketing Director Drew Barto shares, "There's definitely a strong correlation between when the program's messages go out and when we get referrals. Obviously part of that is the good work we do, but you have to remind people to get them to take action."

And they are certainly reaping the rewards of investing in their customers! They have **120 lead-set-to-appointments that came from referrals** in the first half of 2022 alone.

Additionally, the program's ongoing email communication provides the opportunity to **maintain their reputation for exceptional customer service**.

Drew shares, "I know some people want to run away from service issues. We don't. We want to address them right away...We've intercepted at least 20 little issues in the last year as a result of the program and we're able to ensure those customers are satisfied, where we might not have known before."

Most importantly, Energy Swing Windows shared that their **profits have increased** as a result of their focus on optimizing their revenue opportunity from every customer.

"Comparing the program to last year, when we didn't have the system in place for the first half of the year, you can clearly see a jump in our repeat and referral business. We're certainly happy with the program!"

Drew Barto

Marketing Director, Energy Swing Windows & Doors