

# “Everything you need to get the sale!”



## Q&A WITH MAMTA SHARMA

OPERATIONS MANAGER AT FURNACE KING IN MISSISSAUGA, ON

## KEY CHALLENGES

WHAT WAS YOUR MAIN REASON FOR USING OUR TRAVEL CERTIFICATES?

We used Odenza’s travel certificates to gain a competitive edge in our market. We wanted to come up with a promotion that would differentiate us from other contractors and ultimately increase our sales.

## IMPLEMENTATION

HOW DID YOU IMPLEMENT OUR VACATION INCENTIVES INTO YOUR PROGRAM?

We gave our customers the incentive to thank them for doing business with us. We didn’t have a minimum purchase amount because every house has different requirements for heating and air conditioning central systems. So as long as the customer gave us their business we wanted to show them our appreciation by sending them on a vacation.

## RESULTS

WERE YOU ABLE TO ACCOMPLISH YOUR OBJECTIVES AFTER USING OUR TRAVEL INCENTIVES?

Yes, the incentives proved to be very attractive to our clients, and it gave them added value in doing business with us. We also felt that the vacation promotion gave us a competitive edge in our market because no other heating and air-conditioning companies in our area has offered anything like it.

## SATISFACTION RATING

HOW WOULD YOU RATE THE EFFECTIVENESS OF OUR VACATION CERTIFICATES OVERALL ON A SCALE OF 1-10 AND WHY?

8/10. The service your company provides always exceeds expectations. Any time we need a follow up with our clients or modifications with our orders you are always very efficient. We treat our customers with top priority and we appreciate that you can do the same for us, and for them.

## REFERRAL

WOULD YOU RECOMMEND ODENZA’S TRAVEL INCENTIVES TO SOMEONE ELSE?

Definitely, because of the top-notch service Odenza provides!

## HERE’S WHAT SOME OF FURNACE KING’S CUSTOMERS HAD TO SAY

(ALL TESTIMONIALS SHOWN ARE ACTUAL FURNACE KING TESTIMONIALS FROM CUSTOMERS WHO HAVE USED AN ODENZA TRAVEL CERTIFICATE)

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LUCJA SEGAL-SEIDEN  
TORONTO, ON

This was our first cruise ever, so we didn't know what to expect. We enjoyed every minute of our vacation on the Carnival Sensation. We were grandparents travelling with our 5 year old granddaughter, and in her own words it was "the coolest vacation she's had ever had". She loved the ship and enjoyed her time with Camp Carnival. She very fondly remembers the Carnival cruise and already keeps on asking whether we would take her on another cruise again next year.



SAVIO DESOUZA  
BRAMPTON, ON

Our Caribbean Cruise was fantastic!! The friendly and supportive staff of Odenza started off our vacation in a memorable fashion, and it continued on our week-long adventure in the sunny south. I especially valued the follow-up call when we got back home, and the friendly and great service provided by our travel agent Chloe. Thanks for the great service! We will definitely use Odenza again!!



CHRISTOPHER GOMES  
BRAMPTON, ON

We had never used Odenza before, and did not know what to expect from the free travel voucher we got when we purchased an air conditioner. However, there were no gimmicks - we simply loved the hotel Jennifer Sargeant (a travel agent at Odenza) got for us to stay in Vegas - the Excalibur. She really earned her stripes as far as we are concerned, and went above and beyond our expectations. We would use her again to purchase and coordinate our future trips. Regarding our Odenza trip to Vegas, both the flight and entire trip was enjoyable and hassle-free. The Grand Canyon helicopter tour was the highlight. Thanks Jennifer for all your valuable assistance.



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